

MAR 1 1928

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIII

NEW YORK, FEBRUARY 25, 1928

No. 8

THE SILENT DRUM

by Grace Kellogg Griffith
Author of "The House"

NOT since Pierre Loti has anyone caught so successfully the melancholy beauty of Constantinople. The story of the daughter of an American missionary and his Greek wife, who finds herself caught in the mysticism of the Orient, moves in compelling beauty through this strangest city of the Old World.

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She learned about life from life

ABOUT a dozen years ago there was a girl whose existence had changed over night. After a life of artistic leisure amid the warmth and color of Italy, she was suddenly plunged into the drab struggle of earning a living for herself and her mother in New York City.

Mildred Cram, now the wife of Captain C. S. McDowell, U.S.N., must have suffered a shock somewhat akin to that of the chameleon set down on a dingy cushion after having basked in one of warm gold. She became ill and for several years her life was despaired of, but "People helped me. They talked to me, brought me new hope", she has written. "Once a stranger came and spoke to me of faith...I was dedicated to a new quest."

From her misfortunes she gained faith and courage and inspiration. "For every mis-

apprehension, every false standard, every intolerance, life arranged a lesson... Where I was wrong I was set right," she says. So she began to write, and her fine creed showed in her work.

Her novel *Scotch Valley* is one of quiet heroism—of the heroism that fights and conquers the conflicts and discouragements which every real American has known. When it was serialized in *The American Magazine* scores of people wrote to tell the author how its inspiration had helped them. One man went to the editorial offices and asked for advance proofs of the future instalments... he couldn't wait for them.

Scotch Valley is the kind of book that one reader tells another about... the kind of book that is easy to sell... and the kind of book you will be proud to sell. Coming March 9th

SCOTCH VALLEY

by Mildred Cram

Doubleday, Doran

\$2.00

Early Reviews Confirm Booksellers' Opinions
of

RED RUST

By CORNELIA JAMES CANNON

Dorothy Foster Gilman in The Boston Evening Transcript says: "'Red Rust' is the first American novel I have ever read that really deserves the Pulitzer Prize."

Walter Yust in The Philadelphia Public Ledger says: "'Red Rust' is the first novel, with the possible exception of 'My Antonia,' I have read these many years which catches within its pages all the beauty of human struggle."

Dorothy Canfield in the Book-of-the-Month Club News says: "It is simply told with a homely directness of style that matches plot and character. It rings true."

George Gilfillan in The Detroit News says: "It is a story of love and devotion told with marvellous simplicity and beauty."

John Clair Minot in The Boston Herald says: "We never ventured a safer prophecy than that Cornelia James Cannon's 'Red Rust' will be rated one of the really great novels of 1928."

Typical Trade Opinions:

Mr. A. Kroch of Kroch's International Bookstore says: "Not since 'My Antonia' was there a finer novel than 'Red Rust'."

Mr. Harry Gould, President of The American News Company, says: "I don't know when I have read a story that I enjoyed so much. Congratulations!"

Already in Its 40th Thousand
Ten Days After Publication!

An Atlantic Monthly
Press Publication

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Boston LITTLE, BROWN & COMPANY Publishers

Here is the
most remark-
able list of
Spring biog-
raphies that we
have ever pub-
lished.

**THE TRAINING OF AN
AMERICAN**, Earlier Letters
of Walter Hines Page

By *Burton J. Hendrick*
(April \$5.00)

LIFE AND I, An Autobiog-
raphy of Humanity

By *Gamaliel Bradford*
(February \$3.50)

SOLDIER OF THE SOUTH,
General Pickett's War Letters
to His Wife

(March \$2.50)

CHRISTIAN IV, The War-
rior King of Norway and
Denmark

By *John A. Gade*
(February \$5.00)

W. E. GLADSTONE

By *Osbert Burdett*
(January \$4.00)

HAVELOCK ELLIS, Philos-
opher of Love

By *Houston Peterson*
(May \$4.50)

KIT CARSON, The Happy
Warrior of the Old West

By *Stanley Vestal*
(April \$3.50)

**A DOG PUNCHER ON
THE YUKON**

By *Arthur T. Walden*
(May \$3.50)

MY PEOPLE THE SIOUX

By *Chief Standing Bear*
(April \$4.00)

ERNEST HAROLD

BAYNES, Naturalist and
Crusader

By *Raymond Georges*
(January \$4.00)

Houghton Mifflin
Company

TO BE PUBLISHED ON MARCH 30th



SKYWARD

By Commander RICHARD E. BYRD
United States Navy

Commander Byrd's Own Story of his Life, his Thrilling Adventures, his North Pole and Transatlantic Flights together with his Plans for Conquering the South Pole by Air.

To Be in Two Editions

REGULAR EDITION, Cloth, \$3.50. The FIRST PRINTING of this regular edition will contain 46 half-tones and a photogravure frontispiece, a portrait of Commander Byrd from his latest photograph. Only enough of this FIRST PRINTING with the photogravure will be made to supply advance orders. In subsequent printings the photogravure will be replaced by a half-tone.

AUTOGRAPHED NUMBERED EDITION limited to 500 copies at \$50.00 each. Each copy of this edition will contain a small piece of the actual fabric which covered Commander Byrd's plane, the "Josephine Ford," during his flight over the North Pole. The genuineness of the fabric will be attested by Commander Byrd's signature. Further details of this edition will be announced later.

AN outstanding American; honored member of one of the oldest and best known of Virginia families; adventurer from his youth, one round-the-world traveler at the age of twelve; popular Annapolis athlete; distinguished naval officer, cited twenty-one times, and recipient of the Congressional Medal of Honor; aviator and trainer of aviators; flight commander; the first in human history to circle the North Pole by air; crosser of the Atlantic, and organizer and leader of the coming expedition to the South Pole by air, Commander Byrd holds a unique position in the hearts of the American people, admired for his daring, esteemed for his scientific attainments, and genuinely beloved for his modesty and charm.

Because he is an idealist as well as a rugged explorer, Commander Byrd projects his flying aspirations into the future. SKYWARD, he names his book and skyward, he tells us, human progress is pointed spiritually as well as physically.

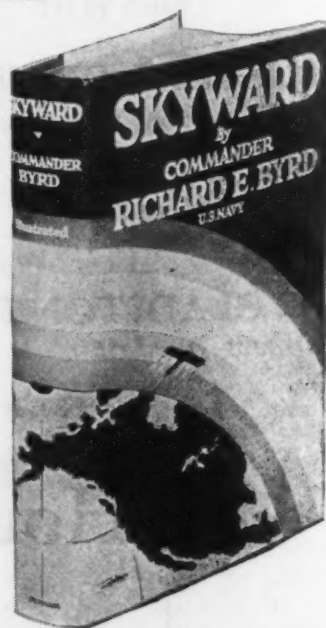
SKYWARD is more than a book of adventure. It is more than an autobiography. With the story of his recurring enterprises as a background, Commander Byrd paints a splendid picture of man's struggle to conquer the air, and of the grand victory of human ingenuity over gravity.

SKYWARD is an inspirational story so important that the man in it, as a man, becomes almost dwarfed by the greatness of his past and present accomplishments.

{ Advance orders for the FIRST PRINTING of the regular and for the autographed numbered edition should be placed immediately by the trade. Imprinted postcards, extra wrappers, and two sizes of display cards are available. }

G. P. PUTNAM'S SONS
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from THE INNER SANCTUM of SIMON AND SCHUSTER

Publishers , , 37 West 57th Street , , New York



Your Correspondent is often asked why we so often mention books other than our own in *The Inner Sanctum*. The answer is: why not? Today Your Correspondent writes from Chicago, and notices that *The Bridge of San Luis Rey* is selling bigger than any other novel. It affects *The Inner Sanctum* in this way: when a book as good as WILDER's sells that well, it's a fine omen for the future. It shows that America is willing to pay \$2.50 for beautiful prose, even when it runs less than 250 pages.



Another equally significant omen is the huge success of Grossett and Dunlap's *THE NOVELS OF DISTINCTION*, and of Doubleday's (or Garden City's) *THE DOLLAR STAR BOOKS*.



The question now comes up: how do these phenomena tie up with the merchandise ESSANDESS are in business to sell? The success of those books gives us an even greater faith in the possibilities of a book like *Bambi* by FELIX SALTEN. A few weeks ago *The Inner Sanctum* devoted considerable space to *Bambi*. On this trip Your Correspondent was elated to notice that booksellers not only read, but believed our enthusiasm for that book. That is the commercial end of the tie-up . . . far-fetched as the word commercial seems, taken in that sense. We think well of *Bambi*, say so in this column, and thereby enlist the support of Korner and Wood, Burrows Brothers, Halle Brothers, Sheehan's, Dennen's, Hudson's, Macauley's, Marshall Field, Kroch, Brentano's, McClurg, Carson Pirie and Scott, and other booksellers Your Correspondent has sold the book to in the middle west. These booksellers believe our faith in *Bambi*; and even if the book may not turn out to be the success we hope it will be, the fault will not lie with lack of support on the part of booksellers.



Two weeks ago Mr. HORACE B. LIVE-RIGHT devoted a two-page ad in P. W. to his stand on The Literary Guild. The ad was well worded, but carried an implication which *The Inner Sanctum* is certain was not intended: that the publishers who have published books also brought out by the Guild are double-faced. *The Inner Sanctum* (which occasionally is carried

away on the wings of an Underwood) believes that the pen or the typewriter dazzled the writer of the ad to the point where a well rounded sentence seemed of more importance than a possibly regrettable connotation.



As for *The Inner Sanctum's* stand on The Literary Guild question: every bookseller knows that we published *Trader Horn* in face of the fact that it was a Literary Guild publication. We did this in the belief that it was to the best interests of booksellers and ourselves alike. *The Inner Sanctum* has literally spent days discussing the matter with booksellers, authors and other publishers. It has spent weeks in prayerful thought. It has read a great number of books on merchandising and advertising; and on the economics of distribution, and has had the privilege of discussing the Guild question with important business men outside of the book trade. We believe that the idea of selling books by subscription as The Literary Guild does it is fundamentally sound, and, despite certain details of policy which may be honestly open to question, that it does the whole book business a far greater amount of good than even we (who are in favor of it) realize. We realize that The Guild's advertising has antagonized some booksellers, but believe the effect of the advertising is far less detrimental than is supposed. We read in those ads things that the public doesn't. The public sees that books are read, and spends more money on books.



The problem of publishers and booksellers and book clubs alike is to show people that reading books can give enjoyment and information. Good books have it in them to give that. The more people realize it and get into the habit of reading books (in addition to reading magazines or going to the movies) the bigger will be the net profits to booksellers, authors and publishers alike. *The Inner Sanctum* has, of course, no interest whatsoever in the success or failure of The Literary Guild or in any other book club, except this: we believe that the success of any book club means further and continued prosperity for all booksellers and all publishers.

ESSANDESS.



BRENTANO'S AS PUBLISHERS ANSWER MR. LIVERIGHT

As publishers we have never been under the bushes. Our opposition to *The Literary Guild* has been voiced from the house tops. We have never offered them or any other price cutting organization the publishing rights or any *special edition* of a book.

BRENTANO'S AS BOOKSELLERS ANSWER MR. LIVERIGHT

As booksellers we have never displayed, listed, advertised or promoted the sales of any book on *The Literary Guild* list. We are opposed to their plans, methods, and merchandise and do not hesitate in broadcasting our opinions to the world.

*Thank you, Mr. Liveright,
for giving us this new
opportunity to reassert
our position.*





An experiment in book promotion

On March 19th we will publish **AMERICAN PROSPERITY, *Its Causes and Consequences***, by Paul M. Mazur, a partner in the well-known banking house of Lehman Bros. We are centering upon this book a campaign which we believe is unique in the history of the book business. When the manuscript came to us we realized that we had an extremely important and provocative book, a book which deserved wide attention and required special methods to gain that attention.

We took the manuscript to the N. W. Ayer Company, one of the largest national advertising agencies in the country (handling among many accounts Camel Cigarettes and Ford automobiles) and asked them for their recommendations for a promotion campaign. They were extremely interested in its importance and its possibilities for selling and also were eager to see whether a single book could be

[OVER]

30 Irving Place

THE VIKING PRESS

New York City



sold in the same way as a national product. Accordingly, they have worked out an extensive advertising and publicity campaign involving not only full page space in the *New York Times*, in quality magazines, and in other book review mediums, but also large space in financial sections of newspapers, trade papers, business magazines, etc.

We believe that booksellers will be vitally interested in watching this campaign work out. We urge them to stock the book with its attractive colored jacket, to send for posters and to watch for further announcements of definite advertising schedules. Every business man, lawyer, banker, or anyone interested in American economic life, will want a copy of this book.

AMERICAN PROSPERITY

Its Causes and Consequences

by PAUL M. MAZUR

[\$2.50]

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UNUSUAL, EXCITING—STRANGER THAN FICTION

February 25, 1928.

To the Trade:

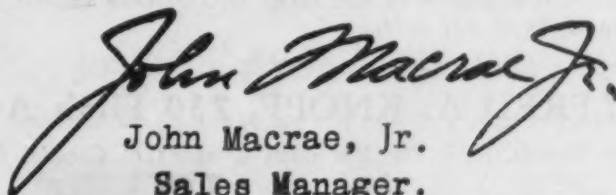
Yesterday we published our most important general book of the Spring of 1928, ADVENTURES IN AMERICAN DIPLOMACY by Alfred L. P. Dennis, price \$5.00. This book covers one of the most perilous periods of American diplomacy, 1896 - 1906. In the quiet, unpretentious way that scholars have, Dr. Dennis spills a very large pot of beans in his new book. There is plenty to reveal and in this book you will find some rather breath-taking revelations from heretofore unpublished documents, of the exceeding unwisdom with which this wicked world is governed. Here revealed in detail is the inside story of that remarkable period when America was first called upon to aid in the settlement of world questions. No one who wants to know how the wheels went round in this important decade, and how they are still spinning, can afford to miss Dr. Dennis' book. Not only is it important to walk with Dr. Dennis among kings and statesmen - it is also intensely amusing.

This book is also undoubtedly one of the most important library books published in recent years, and will take a prominent place among the great diplomatic histories of the world.

The advertising of this book will be on a large scale. Free publicity has been easy to obtain. A circular letter has already been mailed to you outlining a plan which we hope will make it as profitable and as pleasant as possible to push the sale of this particular book in your shop. Window display material and imprinted circulars will be supplied free of charge.

A SON OF MOTHER INDIA ANSWERS still continues its phenomenal sale. Likewise, IRON AND SMOKE; EDEN, SPLENDOR, THE VOICE OF THE SEVEN SPARROWS and CLOWNING THROUGH LIFE. This book has had more front page publicity in every paper throughout the country than we could afford to pay for 500,000 copies.

Very truly yours,



John Macrae, Jr.
Sales Manager.

Are you getting your share of this business?

THE PROPHET

by KAHLIL GIBRAN

was published September 1923. The de luxe illustrated holiday edition was added in November 1926; the edition in leather, in February 1927. The sales have been as follows:

	Original edition	In Leather	Holiday edition
1923	1159		
1924	2455		
1925	5137		
1926	8424		677
1927	7535	3334	323
	<hr/>	<hr/>	<hr/>
	24,710	3334	1000

—a total of 29,044 copies to December 31, 1927. The sale in January 1928 was 1002 copies: grand total to January 31 1928

30,046

How many books can you think of, published as long ago as September 1928, that have shown anything like this remarkable and steady increase?

Trade edition, 8vo, \$2.50 net; de luxe illustrated edition, 8vo, \$5.00 net; edition in leather, 16mo, \$2.50 net.

Also by Kahlil Gibran, and also in steady month-by-month demand:

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\$1.75 net

SAND AND FOAM (1926) *

\$2.00 net

THE FORERUNNER (1920)

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TWENTY DRAWINGS (1919)

\$5.00 net

*A few copies of the large 8vo edition signed by the author are also obtainable, at \$5.00 net each.

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in Canada, from The Macmillan Company of Canada, Ltd., St. Martin's House, Toronto



*The
Inspiring
Wife*



*She told him of a Better
Land,
She tried to give his
spirit wings.
But he could never under-
stand
Her talk of Higher
Things.*

So many of your customers are so very tired of buying words without thoughts that you can win their everlasting gratitude with

THOUGHTS WITHOUT WORDS

By CLARENCE DAY

(Does anyone need reminding that he wrote *This Simian World* and *The Crow's Nest*?)

Honesty compels, however, the admission that Mr. Day's title is not exact. There are, besides the 102 pictures, a great many words: rhymed words, choice words, irresistible words—Clarence Day's words. But the thoughts were in the pictures, first. The deft verses are simply extra measure, extra pleasure.

April 27th

\$3.50 net

A Great Life—an Everlasting Romance

THE LIFE OF ST. FRANCIS OF ASSISI

By LUIGI SALVATORELLI

The London *Times* says that this is the first great biography of an Italian by an Italian. It makes St. Francis live as he was in his own mind and emotions; and it also makes him real in relation to the chaotic and turbulent age which helped form his character.

March 16th

\$4.00 net

ALFRED A. KNOPF, 730 Fifth Avenue, NEW YORK

In Canada, from The Macmillan Company of Canada, Ltd., St. Martin's House, Toronto



BOBBS-MERRILL BOOKS



IRIS BARRY

By Iris Barry

PORTRAIT of LADY
MARY MONTAGU*The London Times says;*

There is room for this new study of a remarkable personality. The story of Lady Mary's restless, crowded life, full of excitement, of social triumphs and intellectual satisfaction.

VERY
WELL
DONE

By

William E. Barton

Abraham Lincoln
and
Walt Whitman

A
BEST SELLER
IN
ENGLAND

Illustrated

\$5.00

Dr. Barton is here to uphold Lincoln and to do so he feels that he must divorce him from association with Walt Whitman. So he writes a book to show that Lincoln never read Walt, never knew Walt, and if he ever saw him did not know it was Walt.

Dr. Barton is an iconoclast, so much is true—but one who will win loud applause in the marble halls of the American Academy.

—Harry Hansen in *The World*.

A BOOK of CONTROVERSIAL
INTEREST

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Author of *The Red Gods Call*

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A richly romantic story. White Fox, half-god, half man, moves casually into the background of a moving picture taken in old Mexico and meets Dolores of the screen.

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Beauty of character and of scene, on the moors of Devon. The relations of father and daughter are depicted with loving care and strange insight as father and boy were studied in *Sorrell and Son*.

\$2.50



Price
\$2.00

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By M. K. WISEHART

**SHOULD BE ONE OF THE OUTSTANDING SUCCESSES
OF THE SEASON, SAYS DON MARQUIS**

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Certainly a Literary Achievement

"THE KISS is a fine and austere piece of work, reminding me, in its simplicity and inevitability of De Maupassant—*The Piece of String* and *The Necklace*, for instance, and of certain of Balzac's novels. Certainly a literary achievement."—JOHN V. A. WEAVER.

"To anybody not altogether without insight into the way things happen the story should be full of human interest and tense with drama. It should draw wide attention among the better class of readers. There are not many novels like THE KISS."—ABRAHAM CAHAN, Editor of the *Jewish Daily Forward*.

A CITY EDITOR'S OPINION

"Mr. Wisehart is a graduate of a journalistic school far removed from that which he holds up to justified criticism in his book. He resents, and justly so, newspaper practice which permits the exploitation of human errors and puts in secondary place the real mission of the press which is to inform, to enlighten and to lead."—EDMOND P. BARNETT, *New York Sun*.

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"I read THE KISS through in one evening. The story held me so I did not slight a single page of it. It is a powerful piece of work, with inevitable forces moving through it to a logical conclusion. A very interesting and significant book."—MERLE CROWELL, Editor of *The American Magazine*.

"THE KISS should interest the American public because of its excellent character portrayal and the way it sets forth the use and abuse of newspaper power. THE KISS is a real contribution, a novel of exceptional interest."—FREDERICK B. ROBINSON, President of the College of the City of New York.

Keep your eye on THE KISS—an unusually provocative novel

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Publishers of Enduring Books

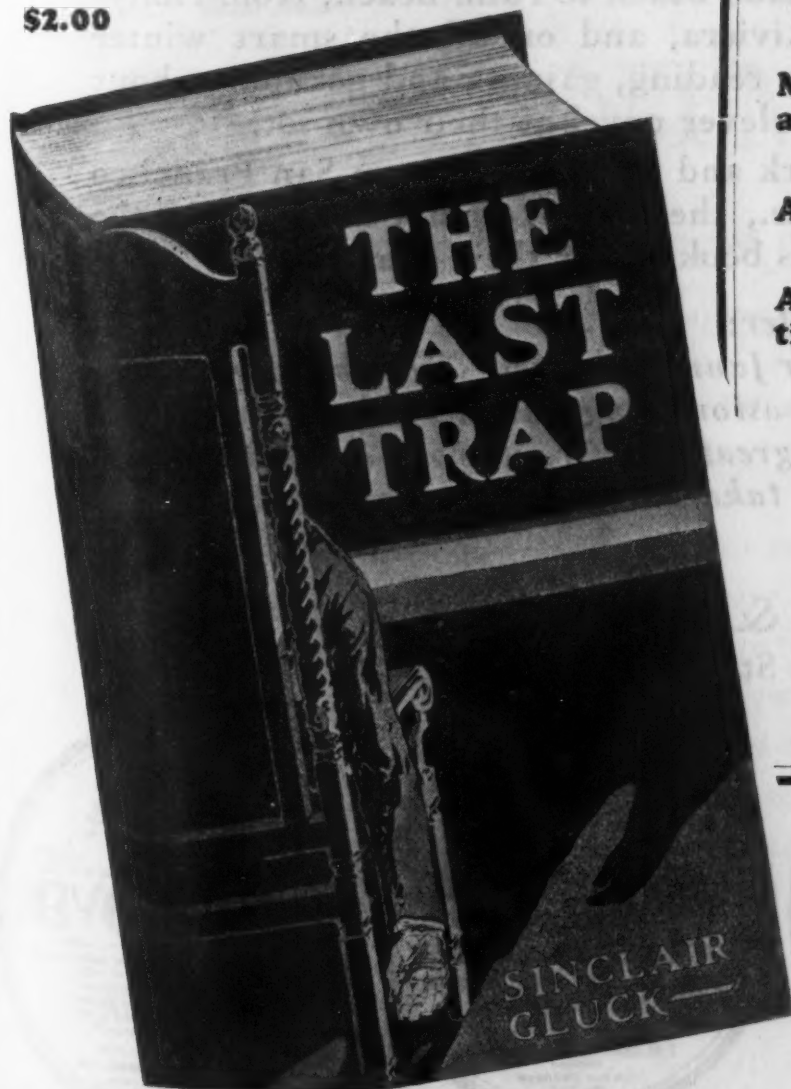
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has reached a commanding position among writers of detective fiction. Even jaded reviewers—the experts who read hundreds of mystery yarns a season—look forward with a real thrill to the appearance of each new Gluck book. These experts pick the new Gluck story, "The Last Trap," as the best he has written. You can offer it without reservation to every customer who wants a mystery story so ingenious and baffling that he cannot solve it after the first hundred pages.

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THE LAST TRAP

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**One surprise
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Very unusual

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A true thriller

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**Mystery that
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**Most ingeniously
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**Mr. Gluck offers
a diversion**

Davenport Democrat

A bully yarn

San Francisco Wasp

**A series of effec-
tive peripities**

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SMALL THEY
ALL PRAISE
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GLUCK**

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& COMPANY**

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Eighth edition now on press

The Success
of the Late
Fall becomes
The Best
Selling Book
of 1928



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by E. Pettit

From Coronado Beach to Palm Beach, from Hollywood to the Riviera, and on all the smart winter cruises, they are reading, gasping and gossiping about this deliciously clever novel of their own set.

In New York and in Chicago, from San Francisco to Portland, Me., the stay-at-homes are seen in the streets with this book under their arms.

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Sales for January largest since the publication of this astonishing novel. February sales going even greater. Wire us your order at our expense to take care of this ever increasing business.

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The enchantment of old houses breathing an air of forgotten dignity—the enchantment of proud names and their bearers, head high in an indifferent world; the enchantment of youth discovering a new heaven and a new earth, recklessly turning away from the tired wisdom of their elders—all these are part of the

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to be found in the new novel by

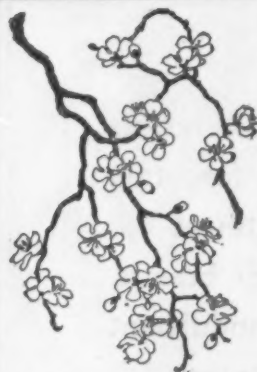
Larry Barretto

*Author of "A Conqueror Passes," "Walls of Glass,"
"To Babylon."*

The story of two young people who cast aside the burden of their heritage to plunge into contemporary life. "'Old Enchantment' seems to me the finest of Barretto's novels. It is a fine picture of family pride in the New York sense and what comes of it in a city which has no respect for family but only for achievement. And in that sense it is certainly an important American novel. An excellent book."—*Louis Bromfield.*

\$2.00

THE JOHN DAY COMPANY, Publishers, New York



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By
John C. Ferguson

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interprets for a modern, occidental world the paintings of an ancient, oriental civilization. \$12.50

New Essays by Oliver Goldsmith

Edited by Ronald S. Crane

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Leather, \$10.00

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By
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Dr. Cavan has used statistics sparingly and has concentrated on an analysis of individual cases. Her book is a very human chapter in the field of social psychology.

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The views of the President of Oberlin College upon many of the current problems of university and college. \$1.50

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By T. V. Smith

Wherein Mr. Smith sets out to rescue from oblivion whatever truth the earlier doctrine of equality contained.

\$3.00

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"This is a brilliant and absorbing recital of the clinical history of violent social change."
—*New York Times*.

\$3.00

A MAN once owned the very latest novel. There was nothing wrong with it; in fact, it was a very good novel. But the man felt that it did not completely satisfy his sporting desire to keep up with the times. For he had heard, in a vague way, that in all fields of knowledge a great many new things were constantly being discovered. For this man, and others like him, these books, and others like them, are being published by

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JESUS

A New Biography

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"An accurate portrait, a magnificent portrait, a very human portrait . . ." — E. F. Edgett in the *Boston Evening Transcript*. \$3.00

XVIIth Century Lyrics

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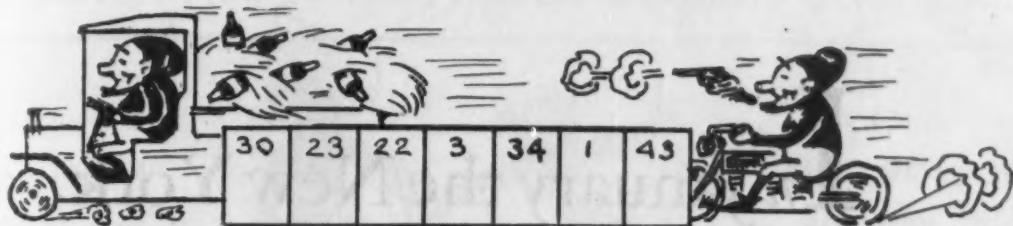
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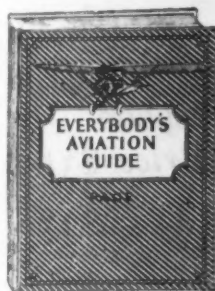
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 25, 1928

More Equitable Postal Rates for Books

A Presentation of the Needs of Revision as Argued Before the Congressional Committee

Robert Goldsby

Counsel for the National Association of Book Publishers

THIS bill is intended to cure a grievous and inequitable phase of the postal rate schedules which crept into the law as a consequence of the enactment of the Act of August 24, 1912, establishing the parcel post system. Congress provided in the Act of March 3, 1879, that "mail matter of the third class shall embrace books * * * circulars, and all other matter wholly in print" and imposed a low, uniform rate of postage thereon. This preferential rate on books and other printed matter was continued from 1879 until shortly after the adoption of the parcel post system when, by order of the Postmaster General pursuant to statutory authority, books were segregated from other reading matter and classified along with miscellaneous merchandise, as "fourth-class," thus making them subject to the zone rates applicable to parcel post matter.

On January 4, 1928, Senator Copeland introduced in the Senate, S. 2040, and Representative Luce on the same day introduced in the House, H. R. 8304. Both bills are in substance identical, and, except for a minor amendment, follow Senate Bill 5641 introduced by Senator Copeland in the 69th Congress. The principal provision of the Bill is found in the first section of H. R. 8304 (S. 2040 being substantially similar) which would amend the Postal Act of February 28, 1925, by adding the following new section:

"Sec. 207 d. (a) Mail matter of the fifth class shall include books consisting wholly of reading matter and containing no advertising matter other than incidental announcements of books;

This step fundamentally changed the long-established policy of the Government of disseminating educational matter at reasonable and uniform rates to all its citizens, and has resulted in a high premium being placed on the education of our people proportionate to the distance of their respective homes from the great publishing centers of the East.

Experience has demonstrated that the increased postal rates have had the effect of substantially reducing the demand for books which otherwise should have prevailed normally, and the result is that the general public is being deprived of good reading matter. It has been conservatively estimated that at least 70% of the books published in this country, other than school books, are absorbed within the environs of Boston, Philadelphia and New York City, where the great bulk of books are published.

"(b) The rate of postage on fifth-class matter shall be 2½ cents per pound or fraction thereof, with a minimum charge of 3 cents for each parcel and subject to the same maximum weights per parcel now prescribed by law for mail matter of the fourth class, except that the rate now or hereafter prescribed for fourth-class matter shall apply in every case where such rate is lower than the rate prescribed herein for mail matter of the fifth class."

Sections 2 and 3 of the bill are merely incidental amendments to other sections of the existing law which would be necessary to carry into effect the proposed new policy.

There is no question but that the high postal rates, materially increasing the cost of books to the reader, have severely cut down the percentage of the books which, except for the excessive rates, would have been absorbed by the country at large.

It has been estimated that current fiction comprises only 7 per cent. of the titles and only 15 per cent. of the total volume of books published in the United States. A typical publisher's catalog will be found to contain several thousand titles, consisting largely of books of religious, scientific, historical or educational value, which because of their recognized worth have a continued yearly sale, and it is these rather than the current novels of temporary popularity which are most seriously affected by the present high postal rates, for as most of them are not to be had in the smaller book-stores, even the better equipped stores carrying only a limited assortment, they must be supplied in large part by mail, either to individual purchasers or to book-sellers as called for. It is the cost of the better and more valuable books which is most affected, and the burden falls heaviest on those most remote from the publishing centers.

This bill proposes a step back to a sound and sensible governmental policy, a policy which would foster education and culture by restoring to all our people the facilities of the mails for obtaining their books at reasonable rates and on the basis of equality and uniformity. A flat rate is proposed for the carriage of books to any point in the country with the exception that the parcel post rate shall apply in any case where it would be lower than the special book rate. Obviously, books should not be required to pay more than a commercial parcel altho as a matter of public policy there is strong reason for their carriage at a lower rate.

Book Buyer Pays Postage

It should be borne in mind that the custom now generally prevailing in the book-trade is that the buyer of a book, not the publisher, must pay the postage. The burden of the present heavy postal rates therefore rests for the most part squarely upon the purchaser, or in other words the general public. For several years the book publishers, thru this Association, have

sought to point out to the Congress and Post Office Department the unfairness of the postal rate schedules as they affect the reader and user of books. This Association appeared before the Special Joint Subcommittee on Postal Rates of the 69th Congress and, without repeating at length the information and data presented at that time, reference is here made to the published Hearings before such Committee, Vol. I, pp. 398-412, 544-546; Vol. II, pp. 1583-1601. It was there explained that the cost of manufacturing books has increased approximately 100 per cent. beyond the pre-war figures and that the selling price of books has increased during such time not to exceed 55 per cent., the difference having been absorbed by the book publishers thru effecting the strictest economies in publication methods and the acceptance of reduced profits. It was also pointed out that this situation had compelled the book purchaser to assume the burden of the increased postal rates. The condition thus created is an unhealthy one and the only available relief lies in the revision by the Congress of the existing postal rate schedules applicable to books.

Lower Rates Would Render Public Service

The National Association of Book Publishers is convinced that some such legislation as this is vitally necessary to insure a reasonable and proper distribution of books. In urging the enactment of legislation to provide for a separate classification of mail matter for this important necessity it feels that it is rendering a public service of the first magnitude. Lower postal rates, by creating an increased demand for books, would of course benefit the publishers, booksellers and authors, but the benefit to the trade would not be comparable to that accruing to the public. It is obvious that the public good that would result from this stimulus to the advancement of education and culture is incalculable.

Domestic Rates Exorbitant

Under the International Postal Union Convention preferential rates upon printed matter have long been established in recognition of the educational value of distributing such matter by mail at a low

cost. This Convention, prescribing a rate of one cent for every two ounces, regardless of distance, is in effect between practically all civilized countries of the world. The exorbitance of our domestic rates is well illustrated by the fact that a two pound book can be mailed from New York City to Japan or any other foreign country, for sixteen cents whereas it costs twenty-six cents to mail the same book from New York City to any point in the States of Washington, Oregon, California, Nevada, Idaho and Arizona, or to considerable portions of Wyoming, Colorado, New Mexico and Texas.

Discrimination Against Books

Newspapers and magazines are daily publishing in great volume material which subsequently is offered to the public in permanent book form. These publications are therefore in substantial competition with books. The discrimination made by the present schedules of postal rates between books and the closely allied and competitive class of mail matter represented by newspapers and magazines is quite marked. While books have to bear the parcel post rates, second class reading matter is transmitted thru the mails to any part of the United States at a flat rate of $1\frac{1}{2}$ cents per pound.

As a specific instance of the postal rate discrimination against books, it may be mentioned that Ray Stannard Baker's recent work, "Woodrow Wilson—Life and Letters" (2 Volumes), was published in the press, and in this form transmitted thru the mails to all parts of the country at the rate of $1\frac{1}{2}$ cents per pound. But when this same work is printed on better paper and compactly bound into attractive and durable book form, it costs the person who may wish to read it from 11 to 62 cents postage, depending on whether he lives in the first or eighth parcel post zone. Or again, suppose some ambitious school boy should seek to draw inspiration from President Coolidge's books, "Foundations of the Republic" and "The Price of Freedom." He would have to pay postal charges of from 10 to 50 cents. Yet the Government would permit the publisher of the *Police Gazette* or the so-called art magazines to send that boy the same weight

of reading matter of his publications for 6 cents. We do not believe that President Coolidge or anyone else would agree that there is common sense in this state of affairs.

Most second class publications, of course, contain a considerable volume of advertising, which the publisher sells in some cases for as much as \$15,000 a page or possibly more. The Government's present policy is to charge the publisher somewhat more for the carriage of this matter in the mails. Specifically, the rates per pound or fraction thereof on that portion of second class publications devoted to advertisements are: for the first and second zones, 2 cents; third zone, 3 cents; fourth, fifth and sixth zones, 6 cents; seventh and eighth zones, 9 cents. If these rates are averaged for the eight zones we find that the Government will carry a pound of this lucrative advertising matter for a fraction in excess of 5 cents. If the one pound parcel post rate is averaged for the eight zones we find that the Government charges a fraction under 10 cents for carrying a book of this weight in the mails. On this basis, the postal rate on a book is more than six and a half times that paid by second class reading matter and almost twice that paid by second class advertising matter.

During the last Congress a further reduction of the rates applicable to advertising matter in second class publications was proposed and undoubtedly would have been adopted except for the Senate filibuster. Should these rates as agreed upon by the conference committee of the last Congress, and as contained in H. R. 9296 of the present Congress, be enacted into law, the average one pound rate for such matter would be lowered exactly one cent and thus the book rate would become more than two and a quarter times that paid by such advertising matter!

Magazine and Book Rates Compared

"The weight of the average book comes within the two pound classification. The severe discrimination against books in favor of magazines and newspapers in the postal schedules is apparent from the following table which shows the rates applicable, respectively, to typical parcels of (1) magazines and newspapers consisting of read-

ing matter exclusively, (2) magazines and newspapers consisting of 50% reading matter and 50% advertising matter, (3) magazines and newspapers of the same

proportion of reading matter and advertising matter should the above-mentioned proposed rates on advertising matter be adopted by this Congress and (4) books.

Weight in Pounds	Article	PARCEL POST ZONES							
		1st	2nd	3rd	4th	5th	6th	7th	8th
	Magazines and newspapers—								
2	reading matter exclusively — existing rates	\$.03	\$.03	\$.03	\$.03	\$.03	\$.03	\$.03	\$.03
	Magazines and newspapers—								
2	50% advertising — existing rates03½	.03½	.04½	.07½	.07½	.07½	.10½	.10½
	Magazines and newspapers—								
2	50% advertising under proposed new rates.	.03¼	.03¼	.04	.05½	.06¼	.07	.08½	.09¼
2	Books — existing rates08	.08	.10	.13	.16	.19	.23	.26

Mail and Express Rates Compared

That existing postal rates on books are unnecessarily high is sufficiently indicated by the fact that express rates for the delivery of books to points beyond the fourth parcel post zone are noticeably lower than the postal rates for the same service. The American Railway Express Company is advertising extensively that it "is interested in helping to educate the people thru the reading of books" and that it is maintaining to this end a special flat rate on books of only ½ cent an ounce (with a minimum charge of 15 cents a package) from any

railroad point in the country to any other railroad, regardless of distance. If the charge for merchandise (first class rate) is lower, that charge will then apply. The charge also includes insurance up to ten dollars per package and free call and delivery service, within published limits, in practically every city and most of the towns in the country. Adding the postal service of 2 cents to the regular parcel post rates in order to include insurance up to ten dollars per package, the following table illustrates strikingly the present high postal rates as compared with express rates:

Pounds	Zone 5		Zone 6		Zone 7		Zone 8	
	Parcel Post	Express	Parcel Post	Express	Parcel Post	Express	Parcel Post	Express
2	.24	.16	.27	.16	.31	.16	.34	.16
4	.36	.32	.43	.32	.51	.32	.58	.32
6	.48	.48	.59	.48	.71	.48	.82	.48
10	.72	.69	.91	.80	1.11	.80	1.30	.80
15	1.02	.87	1.31	1.04	1.61	1.20	1.90	1.20
20	1.32	1.04	1.71	1.33	2.11	1.60	2.50	1.60

The rates charged by a private corporation frankly engaged in a profit-making enterprise obviously do not furnish a proper criterion for the charges made for the same service when rendered by the Government, particularly where that service—the distribution of books—is so essential to the public welfare. Such a service not only should be rendered by the Government on a non-profit basis but it is one which might with wise policy be rendered at partial Government expense. Certainly if any class of mail matter is to be subsidized, books deserve the most favorable consideration.

Rural Population Now at Disadvantage

Private agencies, moreover, do not have adequate facilities for the necessary distribution of books. The people living in the great rural sections do not have ready access to the express offices and as a practical matter they are not able to take advantage of the lower express rates. They are almost entirely dependent on the mails for books.

There are only some 27,600 railroad stations in the country, while the Post Office Department, with its post offices in every community of any consequence, some 52,000 in number, together with the rural delivery service, reaches practically the whole population. In the United States there are only about 3,000 public libraries, only about 500 stores devoted chiefly or wholly to the sale of books; only about 2,500 stores altogether in which books are sold in any appreciable quantity. The American Library Association has estimated that 44% of the total population of the United States, or 50,469,586 persons, are without access to public libraries. Probably an even greater number are without direct access to book stores. Obviously the mails afford the only practicable means for the wide scale distribution of books and that means is largely closed so long as the present rates prevail.

Miss Clink Sees a Salesman

Clifford Orr

YES? Did somebody say there was a salesman to see Miss Clink? . . . Oh, *there* you are! What a *good* looking thingamabob! Sample case, I suppose they call it. That's why I didn't recognize you at first. Thought you must be an extra-ritzy customer—you know, on the way to the train or something. . . . Now let's see, you're from Doubleday Schuster, aren't you? . . . How stupid of me! Of course not. That's the freckled man with the baby that swallowed the Gimbemaker pick-ups. . . . You're from the Greenberg University Press! . . . No? . . . Are you quite sure? . . . Because I seem to remember that on my last order. . . . No. I *know* I'm wrong because I never get more than a third and five from them, and you've somehow got that forty percent look about you, Mr. Gask. . . . Not Mr. Gask? . . . No. No. Don't tell me! Let me guess. Let me close my eyes and guess. . . . Just keep your eyes on that

funny looking man fooling around the *Modern Library* over there while I shut mine and guess a moment. We've lost a lot lately. . . . Just like a flash. You're from Bobbs Brace! . . . Well, then I give up. . . . Mr. Crump of E. P. McApplebride! Why, of course! You're the one the Chicago buyer shot at when you came in during the Christmas rush.

I'll have to look at the books out here, Mr. Crump. I have a new clerk—Miss Plunk. She doesn't know beans. . . . Now lay all the books out together, Mr. Crump. I sort of like to get the *feel* of the entire line. Kind of a vista, if you know what I mean. . . . Oh, what an *adorable* jacket! Perfectly adorable! . . . Oh, no it isn't either. I thought it was blue, but I see it's green. . . . I can't use green books since I had these yellow shades put on the lights. They turn sort of—you know. . . . Did you notice the shades as you came down the street, Mr. Crump? . . . Oh,

Mr. Crump! . . . Well, then, you must go out and come in again. Just go up about a block. No. Go round the corner, and then walk down again and see if. . . . Well, all right. But don't forget to turn around and look when you go out. They blend with the swinging sign *beautifully*.

Oh, there's "Stern Daughter"! You sent me an advance copy of that and I read it. . . . Yes, I *do* know how many I want, but I want to hear you sell it to me. . . . No. Now just make believe I was somebody in a small shop who had never heard of it, and you tell me your line. . . . Go ahead. . . . Keep on. . . . Yes. . . . H'm. . . . No, Mr. Crump, you're all wrong, you've missed it entirely. It's much deeper than that. You have hardly plumbed the possibilities. . . . I'll tell you what it is to me, Mr. Crump. . . . To *me*, it's Fate, inexorable. . . . We're all born to Duty, you know, "stern daughter of the voice of God," and try as we will, strive as we will, we can't shuffle it off any more than one can shuffle off a mortal coil. *That's* Fate. . . . And it's a beautiful book, Mr. Crump. Tell Mr. McApplebride for me that he should be proud to publish such a beautiful book. . . . I'll take two.

No, Mr. Crump, there's no use arguing. It's a beautiful book, but it's for the *few*, Mr. Crump. I should feel as if I were degrading Art, Mr. Crump, if I took twenty-five. It would be like casting pearls before kine. That's final.

What's this? . . . "Laissez-faire and the Federal Reserve Banks." What is it, a translation from the French? . . . Oh, I see, a financial book. Well, you tell me about it, Mr. Crump, right from the beginning. I know I ought to read all these things, but somehow they don't hold me. They don't *speak* to me, and I think a book ought to *speak* to you, don't you? Just like a water-color. You tell me the plot—or the main idea and I'll pigeon-hole it. . . . What? . . . Yes. . . . Yes, I see. . . . What is it, Miss Plunk. . . . "Barchester Towers"? . . . Yes of course it's out yet. It's an old one. A classic. . . . Oh, Dickens or Thackeray or someone. Tell her we'll order it for her and after she's gone, look thru the *Everyman* shelf. . . . Excuse me, Mr. Crump. . . . I've

sort of lost the thread. Would you mind going over that again? You say that in 1893. . . . H'm. . . . Yes. . . . Well, I guess I'll pass that up. . . . It's a little complicated, it seems to me.

What's this? . . . "Back Stairs." . . . Who wrote it? . . . Who on earth is J. Crandall? Never heard of him. . . . H'm. . . . Well, I'm afraid I can't use it. Combination, you know, of a dull title and a first novel. . . . Oh, really! . . . Well, even at that, it doesn't mean much increase in sale. Boston suppresses such *dull* books. . . . And besides, Mr. Crump, I really have a very select group of customers. They hardly want that sort of thing. They want more the. . . . Read what, Mr. Crump? . . . Page 138? . . . Top or bottom? . . . Well, I'll just sort of skim it, but I know that. . . . Why, Mr. Crump!

. . . Why *really*, Mr. Crump, this is positively. . . . Why, *really*, Mr. Crump, I'll have to turn my back on you if I read any further. . . . It's positively—but do you know, Mr. Crump, this is really *art* after all! I mean, this young man knows life, to its core. And tho the core isn't very pleasant, perhaps, still one can hardly throw it away entirely, can one, Mr. Crump? . . . Take the homely apple, for instance. In its core is Life itself, and from the core we get—. . . . What, Mr. Crump? . . . *Applesauce?* . . . Now, you're not being nice, Mr. Crump. You're not helping me a bit. . . . Here I was, just sort of musing aloud, trying to justify a representation of the book. . . . There's the stuff of life about it, and the smack of truth, and I'd like to see it find an audience. And despite the character of my trade here, I'd like to gamble on it. . . . I'm rather thinking of fifteen, or even twenty-five. . . . And oh, Mr. Crump! That makes me think. I *am* stuck with those ten copies of "Pat-a-Cake" you sold me last August. And while you didn't actually *say* you'd protect me on them, you more or less *implied* that if worse came to worse. . . . Would you *really* take them back! Oh, you're grand, perfectly grand! And you wouldn't mind *very* much if I put in those five copies of "Up the Road to Mother," would you? . . . You're a dear. And now I most surely will buy "Back Stairs." I'll take fifteen, right off.

... That makes a good, fair, even exchange and no hard feelings.

Oh, what's *this*! . . . Oh, gorgeous! Gorgeous! . . . Most beautiful binding I ever saw in my life! . . . And illustrations by Pogé! . . . Honestly, Mr. Crump, I never in my life saw a book I coveted so. I'll have to pinch and pinch and starve, but that book *must* go onto the shelves of my own private library. . . . Mr. Crump! You *will*! Not *really*! Complimentary for my very own! Well, I wish more salesmen were like you. . . . And now I don't like to be mercenary, after all this generosity, but how much is the book—list? . . . Ten dollars! . . . Well, that makes me feel as if I'd just had a gift from the gods, and I *have*, Mr. Crump. But of course that lets it out as a buy for the shop! . . . No, I'm quite serious, Mr. Crump. My trade here, altho élite and quite—quite svelte—is not moneyed, and I'm afraid that even Pogé, even my beloved Pogé, is beyond them—monetarily I mean. No, Mr. Crump, my mind is quite made up. I know my shop, and I know my budget. . . . But I promise you this, Mr.

Crump, I shan't lose a sale on it. I'm as anxious as you are to have the world at Pogé's feet—where *our* world is, Mr. Crump—and if there's a call I'll put my complimentary copy right into stock and order another for myself, or else take out equal value in four copies of "Back Stairs." I've got some friends who should read that book—who really need it. . . .

And now if that's all, Mr. Crump, I'm going to ask *you* to write up the order for me. I'm awfully clumsy with figures and the extensions just won't come out so that they mean anything at all. . . . Here's the book and a pencil. . . . Oh, and here's the charge-back book for those fifteen plugs, and if you'll excuse me, I think that's another salesman over there, tho I can't for the life of me remember where he's from, Pascal MacVeagh, I think, from his spats. . . . What is it *now*, Miss Plunk! . . . "The President's Daughter? . . . Yes, it's hidden down there behind, second shelf from the bottom. . . . No! No! . . . Look where I'm pointing! . . . Right there behind "Dr. Dolittle."

Lincoln Literature: Its Nature and Extent

Morris H. Briggs

BEFORE 1860 the biographical material concerning Lincoln consisted of a single brief reference in the Dictionary of Congress published in 1859 by J. B. Lippincott and Co. Less than twenty of his speeches and debates had been printed. Early in 1860 thru a typically American opportunity this truly great man, Abraham Lincoln, became nationally famous and by his public career during the next five years and his dramatic assassination, a world figure. To the present date well over three thousand books and pamphlets entirely by or about Lincoln have been published. Interest in Lincoln is growing, not slackening, and each year adds

to the already large number of Lincoln items.

The collecting of Lincoln literature began shortly after his death. The first Lincoln bibliography formed a portion of "In Memoriam" published in Boston, 1865, by William V. Spencer, listing three hundred publications on Lincoln's death. A more ambitious work entitled "A Memorial Lincoln Bibliography" was issued at Albany, New York, 1870, by Andrew Boyd. This listed books, eulogies, sermons, portraits, engravings and medals in the possession of the compiler. In 1900 Daniel Fish of Minneapolis, Minn., printed a valuable Lincoln bibliography followed in 1906 by

his "Lincoln Bibliography, a List of Books and Pamphlets Relating to Abraham Lincoln." This was the first numbered Lincoln bibliography and was compiled for the Gettysburg edition of Lincoln's works. However, forty copies were issued separately. In his preface to the bibliography Mr. Fish carefully limited the scope of the collecting of Lincoln Literature, and, since most subsequent collectors have carefully followed his recommendations, it is important to note them:

"Printed books and pamphlets only are embraced, construing the latter term broadly. Single-page prints of all sorts and unimportant leaflets, myriads of which were issued and have disappeared, are omitted. Such of these as are still extant shed no appreciable light on the life which evoked them and would only encumber the list without compensating advantage.

"Only such books and brochures are included as relate distinctively to the principal subject. Prints devoted in part to Lincoln but treating also of other topics are not within the plan, altho a few, wherein the former matter largely predominates are retained. To specify all which deal to any extent with the great central figure of the civil conflict would be to enroll substantially the entire literary product of his time.

"Periodical matter not reprinted, unless the particular issue was devoted wholly to Lincoln, is excluded. . . .

"The merely political writings of the period have been sifted with a view to retaining such books and pamphlets as may fairly be said to owe their origin to the man. . . .

"All separately printed utterances of Lincoln are of course meant to be listed; likewise all communications in terms addressed to him. Ordinary partisan discussions, unless chiefly aimed at personal attack or defense are omitted. . . .

"The proceedings of political conventions in which Lincoln figured as a candidate are noted; and as an interesting reflection of contemporary feeling, the song books which contributed to his elections.

"Publications devoted to the assassination, to the arrest and trial of the conspirators, and to discussions of their guilt and punishment are included."

As limited above, Mr. Fish described over eleven hundred items. In 1925 Joseph Benjamin Oakleaf of Moline, Ill., published an extensive Lincoln Bibliography listing 1576 books and pamphlets not included in the Fish Bibliography. This was followed in 1926 by one compiled by John W. Starr, Jr., which described 380 items not to be found in either Fish or Oakleaf. Considering recent publications and those escaping the notice of the bibliographers it appears likely that, even as limited by Daniel Fish, there are extant today over 3500 Lincoln books and pamphlets.

It is interesting to note that these appeared approximately as follows:

Before 1860: Not over twenty.

1860-1864: Between two and three hundred.

1865: Well over five hundred.

1866-1869: About one hundred.

1870-1879: Less than fifty.

1880-1889: Almost one hundred.

1890-1899: Almost two hundred.

1900-1905: Almost two hundred.

1906-1928: About two thousand.

The period from 1869 to 1879 marked the lowest ebb in Lincoln interest, as less than forty Lincoln books and pamphlets were issued during these years. During 1865 alone over three hundred memorial sermons and eulogies were printed. The Centennial year, 1909, naturally inspired the publication of Lincoln items of all kinds.

The variety of Lincoln literature, even as limited by the bibliographers, is amazing. By Lincoln are found speeches delivered in 1839, 1842, 1848, 1856-1865; proclamations, orders and messages, 1861-1865; letters; debates; his famous autobiography and a myriad of anthologies and collected works. His printed speeches and debates issued before 1860 are uniformly rare. Of his speech before the Republican State Convention—June 16, 1858, printed by the True Republican Office, Sycamore, Ill., 1858, only two or three copies are known.

There are biographies of Lincoln in English, German, French, Italian, Spanish, Russian, Greek, Danish, Finnish, Japanese, Chinese, Portuguese, Hebrew, Yiddish and many other languages and dialects. Daniel Fish believes that the earliest biography

published was the "Wigwam Edition" issued in New York by Rudd and Carleton early in June, 1860. The first life in a foreign language was the German translation of J. Q. Howard's biography made by Professor Wilhelm Grauert and published in Columbus, O., in 1860. Only two or three copies are known today. Perhaps the rarest life of Lincoln in a foreign language is "Das Leben von Abraham Lincoln . . ." 16mo, pictorial wrappers, 108 pages, published in Chicago, 1860. There is no reference to this life in bibliographies or catalogs and only one copy is known. Another extremely rare biography is, "The Life and Speeches of Abraham Lincoln and Hannibal Hamlin," issued in 1860 by Reuben Vose of New York. Col. William H. Lambert, the famous Lincoln collector made the assertion in 1909 that of 10,000 copies of this biography originally published, only one was known to have survived. Almost equally scarce is John Locke Scripps' pamphlet biography published in 1860 by the Chicago Press and Tribune.

The assassination of Lincoln in April, 1865, brought forth a flood of printed memorials including sermons, eulogies, proceedings of legislative bodies, clubs, cities, courts, groups of citizens, etc. It is impossible to accumulate a complete collection of this memorial material, as many of the sermons were printed in obscure villages, and it is highly probable that of many not a copy exists today. A number of sermons were printed in England and other foreign countries of which the majority are very rare. April 30, 1865, the Reverend J. Allanson Picton delivered a sermon on the assassination and death of Lincoln in Gallow-Tree Chapel, Leicester, England. This was printed in Leicester, 1865, and today only one copy can be located.

There are many contemporary accounts

of the conspiracy leading to the assassination of Lincoln, the conspirators, their capture and trials. These include reports of the trials, books and pamphlets concerning Booth, the Surratts, Dr. Mudd, Spangler, etc., the supposed inspiration of Lincoln's assassination and the legality of the commission which tried the conspirators. Several curious books attempt to prove that J. Wilkes Booth escaped and lived for a number of years after 1865.

Political material includes the campaign songsters of 1860 and 1864, most of which are very rare; campaign textbooks and manuals; reports of conventions; lives of the candidates; partisan material for and against Lincoln and discussions of his nomination and election. Lincoln was never free from unwarranted abuse and in 1860 and 1864 he was called an ape, an abolitionist, murderer, firebug and accused of favoring the marriages of whites and negroes, etc., etc.

Lincoln's policies in regard to slavery, emancipation, executive power, reconstruction, the tariff, army and navy, foreign nations, etc., have inspired the publication of hundreds

of books and pamphlets. Others deal with his relations with cabinet members such as Seward, Welles and Stanton; with his generals, Grant, McClellan, Hooker and Sickles; with political rivals, notably Douglas, McClellan and Vallandigham and with a host of other contemporaries.

A wealth of Lincoln literature concerns itself with his occupations such as school-boy, surveyor, lawyer, congressman and politician; with his connection with places in Kentucky, Indiana, Illinois and Washington; with his appearance, religion, attitude toward the use of liquor, health and literary ability; with his journeys and deeds and with his attitude toward various nationalities. Some contemporary writers



attempt to prove that he possessed the Hebraic qualities of the Jewish prophets.

Personal reminiscences of Lincoln make up a large and important proportion of Lincoln literature ranging from the narrations of intelligent personal friends such as Herndon, Henry C. Whitney, Nicolay and Hay to the prolific and in many cases purely imaginative recollections of casual acquaintances.

Every form of literary expression has been devoted to the glorification of Lincoln including odes, epics, fiction, dramas, essays, masques and moving pictures, from Lowell's noble Commemoration Ode and Walt Whitman's sublime Burial Hymn to "The Royal Ape" and similar inexcusable attacks. There are Lincoln numbers of magazines, Lincoln calendars and Lincoln music.

There are regulations and rituals of Lincoln clubs; Lincoln Birthday Exercises for schools; bibliographies; auction and dealer's catalogs of Lincolniana, including books, pamphlets, relics, medals and portraits; Lincoln joke books and collections of anecdotes; pamphlets and books on likenesses of Lincoln such as paintings, engravings, statues, life masks, caricatures, photographs and bookplates and government general orders, proclamations and messages of Lincoln interest—a vast amount of material that is easily accessible.

Last of all are those curious Lincoln items which defy classification and which usually are among the rarest and hardest to secure. The following is an example:

"Abraham Lincoln, late President of the United States demonstrated to be the Gog of the Bible as foretold by the Prophet Ezekiel in the xxxviii and xxxix Chapters of his Book of Prophecy. The Thirteen Confederate States shown to be the Mountains of Israel, and all the Predictions Contained in the Prophecy concerning them literally fulfilled in the late war between the North and South." 12mo, pp. 56, Memphis: Public Ledger Office, 1868.

The collection of Lincoln literature is a fascinating hobby. Bibliographies are more numerous, complete and efficient than for other great statesmen, and there is always the chance of discovering some rare item hitherto unknown. Aside from a mere collecting standpoint, however, there is a deep and growing interest in every phase of Lincoln's life and character. Like other great men he was exceedingly complex and in many traits, mysterious. The discovery of new books and pamphlets concerning him helps to shed light on many facts and characteristics at present obscure. They will help us to understand Lincoln as a real man of flesh and blood, pictured as he was and not as a shadowy abstraction of impossible qualities and virtues. The vitality of Lincoln collecting is amazing. New collectors are springing up yearly and some very fine collections have been formed during the past three years. There can be no finer tribute to Lincoln than the collection, preservation and study of Lincoln literature.

Morris Briggs is the author of "Buying and Selling Rare Books" which appeared first in the PUBLISHERS' WEEKLY and later in book form. Mr. Briggs is a well-known Chicago dealer in rare books, but his specialty is Lincolneana so that this paper is a valuable analysis of a special field.

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*
25 East 10th Street, New York City

THEY have sung, "California, Here I Come," and soft strains accompany that touching number about a trip to Iceland, but the lyric that the booktrade is about to sing with appropriate harmonica accompaniment runs something like this:

Atlantic City,
What a pity
You're so far away,
Still I'm leaving home today
To attend the A. B. A.'s
Great Convention.
'Tis my contention
That from your festive shore,
I'll return with more and more
Information than I've ever
had before.

Yes, indeed, ladies and gentlemen of the booktrade, we are about to visit The World's Playground (ask the Atlantic City Chamber of Commerce if it isn't) where we can rollick on the sand and frolic on a golf course, trip nimbly in grill and ball rooms, and sink or swim in the "Ambassador's Private Ocean" (see *their* publicity man if you don't believe me.) And, in addition (thrown in as it were for good measure) there will be a program for the business sessions that will be second to none.

Of course levity is most unbecoming in this instance. As it happens the program this year will probably be the most interesting and useful one that has ever been presented. Everything is being arranged with one idea—to *give* the attending members something that they may carry home and *use*. George W. Jacobs, of Philadelphia, has been selected by our president, John G. Kidd, as chairman of the program committee and is at present engaged in working out a plan thru which every convention talk will have a direct relation to each of the others and to bookselling. The new program, when it is arranged, will not consist of unconnected matters but will be

composed of a series of connected talks which will be of interest to the Round Table Conferences on the following day. The group chairmen will, therefore, have a great amount of material to discuss and extra time will be given to most of the Round Tables.

Howard M. Jacobs has been appointed chairman of entertainment and promises a set of really pleasing parties, including one that will be "entirely different." Starting on Monday night with our annual Get-Together Dinner-Dance the four days will pass quite merrily, you may be sure.

On Tuesday the attending members will be able to get out into the great open spaces for golf, baseball and fresh air. The good effects of such exercise will enable them to "carry on" (in, perhaps more ways than one) into the night during which there will be dancing and merriment at the Casino. Then there is Wednesday. Wednesday night will be devoted to Terpsichore and the Tank. A grill room connecting with the natatorium, or pool room, makes it quite easy to have a combined swimming and dancing party. If you don't bring your own bathing suit you will be able to get one there. And on Thursday night there will be the annual A. B. A. banquet, with the usual worthwhile speeches and more dancing.

The Hotel Ambassador, which is headquarters, is ideally equipped to take care of our convention. There are two hundred five-dollar-single, eight-dollar-double rooms and more at six and ten dollars. (Incidentally, it would be well to write for your reservation at once.)

May 10th to 14th. Mark those dates in red because you're going on a work-fun trip to the Hotel Ambassador, Atlantic City, New Jersey, for the A. B. A. Convention. *And don't forget your Convention fare certificate* when you buy your ticket.

THE Publishers' Weekly

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Founded by F. Leyboldt

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Booksellers as Lecture Managers

FROM many different cities have come stories in recent years of the successful entrance of the bookseller into the field of lecture management. Many have found a valuable addition to their work in bringing outstanding authors to their city either by encouraging clubs to bring this about or by handling the tickets at the store. Authors who have the faculty of talking as well as writing—and many of them do—travelers whose books have become significant, lecturers on public events whose volumes are in the limelight, all tend to stir up book interest, and, if the lecture is handled from the bookstore, the public is even more likely to connect the publicity in the newspapers with the purchase of books.

If the lecturer is coming thru an agency other than his own, the bookseller's problem is simple, that of cooperating with the local publicity and with the publisher of the author's books. If the bookseller himself handles the undertaking, there must be a thoro understanding of the costs of the renting of the hall, of the extent of the publicity needed, and the expenses of handling the different aspects of the enterprise.

Many authors who do not like to undertake lecturing over a long period have found that a season or two on the road

gives them an interesting contact with the reading public and that, if the author also meets the booksellers, sympathetic understanding of great importance may be developed.

The Postal Hearing in Washington Last Week

THE hearing on postal rates on February 15th was a conspicuous example of how varied groups can be brought together in the interest of book progress. The House Committee under Representative Griest showed real attention to the subject as presented, and, altho the day selected came at the end of a long series of hearings on the postal bill, the members of the Committee stayed interested and attentive listeners from noon till late afternoon.

The Publishers' Association, which organized the presentation of the case of the book, should be given especial credit for its work, as it has so little financial interest in the correction of rates. The transportation of books to all parts of the country is almost invariably paid by the recipient, by the bookseller, library, school, and especially by the individual user who is at a distance from bookstores or libraries.

The educational importance of thoro distribution of books was very ably emphasized, and particularly effective was the fine argument by H. H. B. Meyer, former president of the American Library Association. This same line of thought was expressed by many others present, including the two representatives of the General Federation of Women's Clubs, the executive from the headquarters of the National Education Association, and the secretary of the Authors' League. Resolutions from nearly forty national and state organizations were presented in the argument, including those of the National Congress of Parents and Teachers with its million and a half members, General Federation of Women's Clubs with its four million members, American Booksellers' Association, American Library Association, National Education Association, etc. These resolutions were printed with the brief presented for the publishers by their coun-

sel, Robert E. Goldsby, which is reprinted in this number of the *Publishers' Weekly* and deserves most careful reading.

It is especially to be emphasized that such a bill would only bring back to its original theory of postal use the laws on postal rates, for up to 1912 Congress had always recognized the importance of the circulation of print, and it was only when parcel post was established that books were removed and put in the same class as other merchandise. It is also decidedly worth notice for those who may think that books in circulation are mostly fiction that fiction comprises only 7% of the titles and 15% of the total volumes of books published. It is equally true that books ordered by mail and by special order are for the most part books of informational or educational character, and the burden of the high postal rate falls largely on people who are distant from book centers. Seventy percent, it was estimated, of the books published in the country are absorbed within the environs of eastern cities.

The periodical publishers, thru their national association, will oppose this bill, as they are also opposing any bill that puts America on a par with the other literature producing nations in the International Copyright Union.

New U. S. Catalog Coming in September

THE new fourth edition of the United States Catalog of Books in Print to January 1, 1928, is expected to be ready for distribution some time in September, according to the H. W. Wilson Company, which began work on this new fourth edition in October, 1925. The volume will contain nearly 4,000 pages, will list about 170,000 titles as compared to 2800 pages in the 1912 edition. The editorial work is being done by a staff of thirty persons, who are also responsible for the current numbers of the Cumulative Book Index. At present the copy has been edited to "H" and the editors are starting to read the final combined galleys.

Six linotypes are working day and night on the catalog and will continue for approximately the next six months. A day and night shift will work steadily for six

months on the press, which is large enough to print sixteen pages at a time. Four carloads of paper will be required and great pains has been taken to secure a strong paper to stand the particularly hard service to which the United States Catalogs are subjected. The end sections will be printed on extra heavy paper on account of the tendency of the first and last pages to wrinkle.

The greatest difficulty has been experienced by the editors in obtaining exact information from publishers regarding author's full name, translator's name, full title, edition, price, and date of publication. Incompleteness and lack of definite information about editions are the chief deficiencies of the catalogs of American publishers. One particularly reprehensible habit is the "boiling down" of titles in order to save space. In many cases it was necessary to write several times to publishers in order to obtain complete and accurate information. A model publisher's catalog, in the opinion of the editors, is that of the Oxford University Press.

The new Catalog will supersede the United States Catalog of Books in Print, 1912, and its three supplementary volumes. Between the years 1912 and 1928 almost 2000 publishers have gone out of business or been absorbed by other firms. The birth rate, altho high, has not been quite so high as the mortality rate, with the consequence that there are today about 500 fewer publishers in the United States than in 1912. The total now is a little over 2,000.

New York Censorship Bill

THE so-called "Clean Books Bill" is again in Albany, but so far, there is no report of its coming to hearing. It is just the same bill that was up last year and just as objectionable. If the bill is pressed for passage, there will undoubtedly be public protest that ought to be sufficient to check its passage.

*Spring Announcement
Number
March 10th*

Trade Practice

WHEN business men get together in conference there is very likely to be a discussion of trade practice and of the need of upholding some reasonable standards in buying and selling so that goods can be distributed on a sound basis without underhand methods and all the bitterness that can come into competition. At a gathering recently held at the Chamber of Commerce of the United States in Washington to discuss wholesaling and the general problems of distribution one speaker remarked:

"In business as it is being conducted today there is a pronounced tendency to sell terms instead of goods and services. Competition in certain lines appears to have resolved itself into a free-for-all fight, with prizes going to the concern which will wait longest for its money. Some observers are disposed to lay the blame for this condition at the door of the recent phenomenal expansion of installment selling. It is, however, more reasonable to suppose that it is due rather to the wild scramble for volume, in which the basic purpose of business—the making of profits—has almost disappeared from the picture."

The Harvard Advertising Awards Announced

JAMES H. MCGRAW, president of McGraw-Hill Publishing Company, and chairman of the Board of the McGraw-Hill Book Company, has been awarded the gold medal for distinguished contemporary services to advertising by the Committee of the Edward W. Bok Advertising Awards, which are given thru the Harvard Business School. Mr. McGraw has been a very large factor in the development of business papers, now controlling twelve important periodicals in New York, one in San Francisco and one in London. His imprint now appears on the most extensive list of technical books made in the country.

There are nine other awards for specific campaigns, awards of money from \$1,000 to \$2,000. It is interesting to note that for the first time an award has been made

for effective use of typography in advertising judged by a special jury, which included Henry H. Taylor of San Francisco, Fred T. Singleton of Detroit, and Henry Lewis Johnson of Boston. This award went to the Ford Motor Company for an advertisement entitled "Important Facts About the New Ford Car." Barton, Durstine & Osborn received an award for an advertisement most effective in its use of text; T. M. Cleland, for an advertisement most effective in its use of pictorial illustration; and Calkins & Holden, for an advertisement most effective in its combination of text and illustration.

Chambers' Encyclopaedia Is Completed

WITH the publication of the tenth volume, Lippincott has completed the revision of "The Illustrated Chambers' Encyclopaedia." The new set has over 8,000 pages and covers 200,000 subjects. New maps have been made thruout by J. Bartholomew & Son of London. The editors have had their own interesting theory of encyclopaedia planning, each article being first written as an essay of unlimited length and then going thru a process of condensation with the facts retained and every extra word dispensed with.

Oxford Press Day at Wanamakers

ON Friday, February 10, Wanamakers held an Oxford Press Day in its New York store auditorium. It was well-attended by book lovers and patrons of the store who were attracted by the notice of the event in the papers of the day and previous day. The program included selections from Oxford, organ music, movies which consisted of many interesting views of the Oxford University Press, the city of Oxford, the Sheldonian Theatre, some old manuscripts, casting of type, etc. The film was followed by vocal solos, Oxford music being used. Finally there were slides of famous Oxford Bibles accompanied by a lecture on the Bible. In the rear of the auditorium Oxford Bibles, books, medical publications were displayed, and the display attracted many visitors.

Private Presses and the Books They Have Given Us

Will Ransom

XI

One Man's Experience

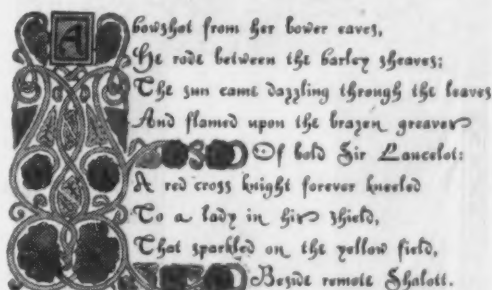
ONCE upon a time there was a small boy, very small and very young, who dreamed of making a book. It was rather more than a dream, at that, for every detail was definitely planned. The text selected was Shakespeare's "Julius Caesar" (no use trying to guess reasons for any of this), to be set in type which might, if one were fortunate, be obtained from the local newspaper. The page size was governed by the advertised capacity of a toy press, desired but not owned. It is all very clear in memory yet, including a binding of white silk with a printed pattern of violets—padded and tufted! A most amazing example of fitness to purpose—and binding is still my most difficult problem. But ("If we had some ham we could have some ham and eggs—if we had the eggs") the text was the only available element. That is typical of the many interesting doings of this private press—"most of them never happened."

The story of that boy and his persistent dream will complete the list of true private presses, before we go on to consideration of the private press idea as it finds expression in somewhat different terms. It is a first hand report of the kind of temperament which finds joy in personal printing; not a formal statement of ideals, but a glimpse at the circumstances from which they grow.

For technical foundation there were a few years in small town print shops. The clearest memory of that period is of lunch hours beside an old wood stove, nose buried deep in type specimen books. And they were books in those days—books to read—veritable encyclopedias of the craft. Since then three brief holidays have been

snatched from a busy life, three excursions into joy, three seasons of delight.

The first real impetus towards performance was compounded of Thomas B. Mosher, Elbert Hubbard, and *The Inland Printer*, the latter because of its articles on English private presses in the late nineties. Mosher's appeal was almost entirely literary, a very definite element of the private press viewpoint, but his printing left us cold. It was nice enough, but not at all exciting. On the other hand, as one saw things then, Elbert Hubbard was a



The First Attempt

voice crying in the wilderness. Those were most amazing books. There were not enough adjectives to do them justice. I was one of the wildest enthusiasts and an early attempt at wood engraving was a border for the back page of the Philistine, which Lyman Chandler "returned with thanks." (See Exhibit A.)

Before the achievement of a printed book there were some in manuscript hands, an excellent method of studying book design. One need not be an expert calligrapher to "get the feel of a page" and to try out margins and decorations. And a certain acquaintance with letter forms and their combinations is one happy result of the practice.

That was the background from which The Handcraft Shop (the "i" was intentionally omitted) came into being at Snohomish, Washington, September 21, 1901. Except for the fact that there was no shop, the name was entirely accurate, every operation being "the labour of mine own hands, lovingly bestowed." One might avoid the tinge of affectation now and find a simpler phrasing, but it really meant something then—and still does.

Actually, the designing, wood engraving, and binding were done at home and the printing in the local shop, all in evenings and odd moments snatched from busy working days. For the first book, of course, ordinary type would not do. (This is one of the few private presses which started with something beside Caslon.) Ambition groped for "something different" but necessity narrowed the choice to what was in the shop. There was one case of type heavily overlaid with dust because

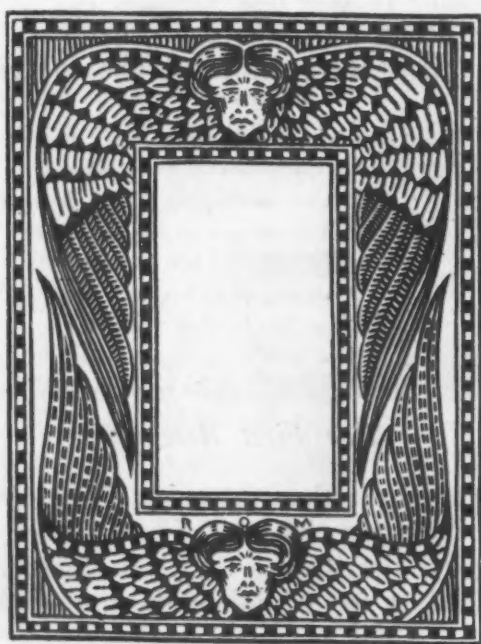


Exhibit A

"nobody knew which letter was which." That indicated sufficient individuality of design, which was really pleasing in itself, for it was the type then called Cursive, an excellent rendering of the English chancery hand. Still, it may not be just the best face for books.

At any rate, it was used for the first Handcraft volume, which was Tennyson's "The Lady of Shalott," a small oblong

octavo, one stanza to a page, with a repeated initial frame (more frame than initial), a title-page border, and one woodcut initial. There were 100 copies, printed in black and red and hand colored thruout. Most of them were bound in limp ooze leather, silk lined. Further comment, at this time, would be superfluous. Only one defense is offered: I had never seen a real book.

There was some improvement the next year, for the second book was set in Jenson and printed on Whatman hand-made paper, fcap octavo. It was Oscar Wilde's "Ave Imperatrix," with designs, an illustration, and a Foreword by John Dennis Clancy, a friend who could draw somewhat better and who had a certain facility with language. The binding of the 150 copies was divided between full red calf, the smooth side out this time, and Japan Vellum with silk ties. There were also ten on Japan Vellum, in limp parchment with ties. Following the style of the previous issue, there was one stanza to a page, with a repeated design in which woodcut initials were inserted and colored. In the Japan Vellum copies the entire decoration was colored thruout. That practice of hand coloring seems to be confined almost entirely to this country. Does it indicate freedom from convention or simple childishness?

The next year, 1903, The Handcraft Shop moved to Chicago and promptly lost its name, but the personal impulse was unabated. A fortunate contact with Frederic W. Goudy developed into the Village Press, "one of whom I was which" for the first few months. (The quoted phrase was learned there.) Those were great days of joyful labor and, in such association, worthy accomplishment. There were even nights of toil, when there was a commission for a privately printed book, to be finished by a certain date, and the type had to be moved into the house because there was no light in the barn. A grateful and happy memory remains of kindly direction and encouragement, as also of a sweet friendliness most comforting to a youngster far from home and very lonely.

But the "lone cat" temperament turned to its own path in the fall of that year and

the second phase of this private press began on the top floor of 338 (now 525 South) Wabash Avenue, Chicago, without a name. As things turned out, none was needed. With a hand press and some French Old Style type installed, "Mr. Whistler's Ten o'Clock" was selected, only to find it copyrighted and permission to



HAVYNG grown olde yn
ye service of oure dred
Prynce Henrye, of that
name ye eighth, I beganne
to esteeme yt a heaue matter
and hard to remayne a
clarke, for verylie whyles
one may wepe and smart, others live yn
pleasaunce and wealth.

SOE as I, Henrye Tunstall, lohed a-
bout mee, I sawe that ye monke ledde
easie lives and waxed fatte and great—
soe fatte and ynsolemt yndede that I lusted
to become one. Ye more I thought upon
yt, ye more I lusted, and soe yn tyme I
journeyed to a holy Brotherhood wher I
hoped to spend my daies.

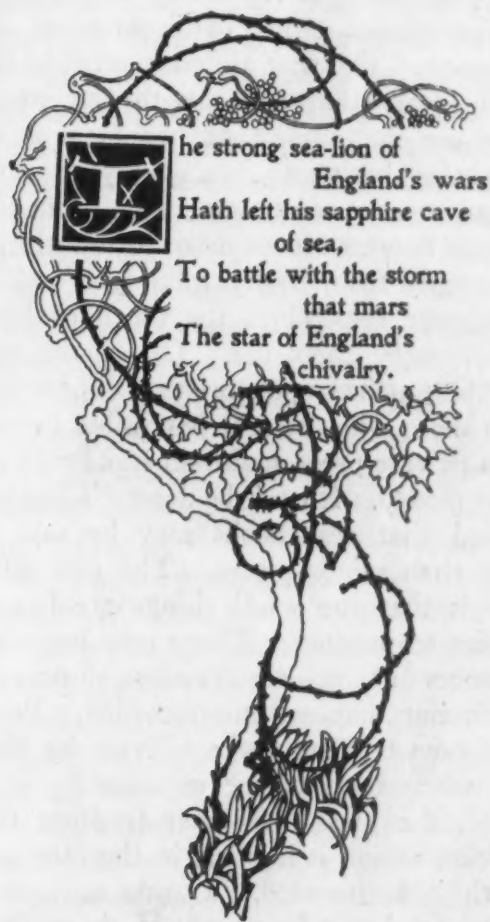
In black, red, blue and gold

reprint refused. One didn't know how easy piracy was and accepted the situation. Then Thomas Wood Stevens came to the rescue and suggested two of Walter Savage Landor's short pieces, "A Vision" and "The Dream of Petrarca," for which he wrote a Note. So some Whatman paper was trimmed to an odd size and 150 copies printed. Finances were getting perilously low, and a few copies, certainly not more than ten, were bound up for sale to book stores, that affairs might proceed until a circular was issued.

Then—well, the book didn't have much to recommend it, except superlative press-work, and interest in private presses was waning rapidly. Perhaps a half dozen of that first lot were sold: no more were ever finished, and the sheets were later destroyed. Those were dark days—so dark

that one couldn't see how bad the wreck was. But it needed no seeing—it simply was. The circular was never printed.

After an interval of some eighteen years the Private Press of Will Ransom: Maker of Books appeared at 14 West Washington Street, still in Chicago. There, in the intervals of other work, several books were printed. This is no place to pass judgment upon them, but certain deductions are apparent from that experience, and they are here offered for the benefit of whosoever may desire to operate a private press as an



From "Ave Imperatrix"

avocation, subservient to more insistent demands.

An avocation, of its very nature, must be a joy rather than a burden. The tendency of most private press enthusiasts is towards making "regular books" (don't I know it?) and that way toil lies. With limited time available, the continuity of effort required for a book becomes most onerous. Smaller things come to completion so much more readily—broadsheets that provide ample opportunity for decora-

tion and fine typography, with comparatively few problems in presswork; or small pamphlets of not more than sixteen pages, where all the elements of book design are present except bulk. That is the true private press, if you please—if it is at home and entices family interest, so much the better. Of course there is not much likelihood of affecting the graphic arts as a whole, but this consideration deals with joy rather than with importance.

For a private press, to me, is a thing of joy, a garden of delight wherein one may plant seeds of vision and endeavor and reap generous crops of satisfaction and happiness. The first announcement of that third incarnation opens with the words: "Because the pursuit of happiness is our delightful heritage . . ." Joy of doing creeps into the result some way, some how. Just as flowers bloom more brilliantly and generously for friendly folk, type and ink and paper respond to the touch of hands which enjoy their use. One more point may be touched upon briefly. There have been those who thought it possible to operate a private press, maintain standards, and make money. It can't be done. They have argued that real books may be sold for more than minor pieces. The real difference is that the small things are less expensive to produce. There may have been instances of private presses showing a profit, but they are not recorded. People have even tried to make a living by them. But when the element of necessity is injected, the press loses that freedom from coercion which is implicit in the idea upon which it is founded. If one must print for profit, let it be openly in the market; if joy is the aim, privacy and freedom must be preserved.

To go back to the Maker of Books, there were some two years of violent activity. Not content with the smaller things above recommended, plans grew beyond the com-

pass of available time until the immovable object succumbed to the irresistible force and the Press was once more discontinued. But it was fun while it lasted. One of the particular interests of this period was in the younger writers wanting a hearing, and a Series of First Volumes was projected, each to be an initial appearance. Seven such were issued, the first three printed entirely by hand. By then it was evident that there was too much disparity between the cost of hand-made paper and a selling price fair to both author and public, to say nothing of the printer. So the last four were produced and issued commercially and fall outside this record.

The one notable book of this period was Richard Hughes' "Gipsy Night and Other Poems," reprinted by arrangement with the Golden Cockerel Press (in its earlier phase) in order to establish the American copyright. The unquestioned literary interest was augmented by Pamela Bianco's lithograph portrait of the author. Only 63 copies were made, all conventionally autographed by author, artist, and printer. Among the others there was a slender volume of delightful lyric verse, set entirely in italic, and a pamphlet edition of a whimsical pseudo-Chaucerian tale in text letter.

So that is the story of a Press which has, occasionally among long interludes, turned its face to the sun for a few brief moments, retiring again to the limbo of hopes deferred. Perhaps there may be another incarnation; if not, there is still the dream, and the pleasure of contact with other private presses, past and present. Also, quite in accord with Kipling's artist who shall have "brushes of comet's hair," a conception of Heaven as a place where, with a sentient press and beautiful types, I may spend eternity finding joy in "the labor of mine own hands, lovingly bestowed."

This is the eleventh of Mr. Ransom's articles on private presses and completes the considerations of individual presses. The articles will be continued, however, as Mr. Ransom explains in this article, considering "the private press idea as it finds expression in somewhat different terms."

Famous Literary Prizes and Their Winners

Bessie Graham

"A better way of perpetuating the memory of anyone dear to us than by founding a named literary prize has yet to be devised."

JAMES TAIT BLACK

A BOOK that wins a prize wins readers. Awards given to books make people more ready to read those books, and the selling power of a book is instantly increased when it becomes a prize-winner. This distinction prolongs its sale and stays by it into old age. Prizes help to sell "old" books as well as "new," and keep the books of yesterday still in demand today.

Literary prizes are now so numerous that some guide is needed to the books and authors winning them. The following record includes the established annual prizes like the Nobel, Pulitzer, Goncourt, Femina-Vie Heureuse, Newbery, Dial, Hawthornden, James Tait Black, O. Henry, and other unique and unrepeatable prizes.

Because a prize is offered it is not necessarily won. There are some famous prizes still without winners. A million rubles still await the author of the best biography of the Emperor Alexander I of Russia. Four hundred thousand francs are yet held in trust by the French Academy for the first person to establish communication with the planet Mars, and one hundred thousand marks are being held by the Göttingen Society of Sciences for the best mathematical work on the theorem of Fermat. Even the Nobel prizes and Pulitzer prizes are not always won. The gaps in the lists of their awards add greatly to their honor. To be sure, in the case of the Nobel prizes omission may sometimes have been forced by the financial condition of the Nobel Foundation, but the unearning power of the candidates has been respon-

sible for the omissions as well as the unearning power of the capital. Literary prizes are helping to bring to pass the slogan, "Fewer and better books."

The awarding of prizes for "best" books is a practice that seems to be growing. Nearly every month we read of some new offer of a prize for the best work in some particular field of literature. Among the most recent announcements and awards are those for the best novel of negro life, for the best essays on "What Does Woodrow Wilson Mean to You?", for the best quotations from Mark Twain, for the best American biographical novel (*Stokes*), for the best history of our Colonial period (*Colonial Dames of N. Y.*), for the best book on American history (*Little, Brown*), and for the best book of humanized knowledge (Francis Bacon award). These prizes are not only a stimulus to writing but also to reading. Indeed they increase the number of readers in the world far more than the number of writers, for by discouraging poor writing they may actually decrease the number of writers, and by encouraging the best writing they may increase the number of readers. For how can we hope to have great readers unless we have great writers?

For years we have been making lists of "best books." To realize how very many best book lists there are we have only to read Asa Don Dickinson's "One Thousand Best Books" and its sequel, "One Thousand Best Modern Books" (*Doubleday*). Mr. Dickinson in these volumes has collated all the best books in every famous list, including John Lubbock's, Theodore Roosevelt's, Charles W. Eliot's, Lord Bryce's and others.

Today we are making readers by listing the best books and by giving prizes to the best books, thereby helping the public to the most discriminating book selection.

I THE NOBEL PRIZE FOR LITERATURE

Of all literary prizes the Nobel Prize for Literature is the highest in value and in honor bestowed. It is one of five prizes founded by Alfred Bernhard Nobel (1833-1896), the other four prizes being for Physics, Chemistry, Medicine, and Peace. It consists of a medal in gold bearing an inscription suitable to each individual recipient, and a sum of money which amounted originally to \$40,000. Post war depression has reduced the income of the Nobel Foundation to such an extent that the prize today is diminished to \$31,350. The Nobel Prize for Literature is awarded annually by the Swedish Academy in Stockholm. The official announcement is always made on Founder's Day, the tenth of December, the anniversary of Nobel's death.

Alfred Nobel was a Swede who amassed a fortune of seventy million dollars from the manufacture of dynamite, an invention which he had made and patented in Europe, England and America. He began his career by manufacturing nitroglycerine in a factory in Sweden. An explosion caused the death of his brother, Oscar, and the crippling of his father. From this disaster came Nobel's determination to find a less dangerous substance and his efforts resulted in his discovery of dynamite. He maintained a factory in Sweden, another in California, and the largest dynamite factory in the world at Ardeen, Scotland.

By the terms of Nobel's will the prize for literature is to be given to "the person who shall have produced in the field of literature the most distinguished work of an idealistic tendency." The word "idealistic" proved to be a great stumbling block in the interpretation of the will. It was defined in a dozen different ways by the executors. A curious book was written on the subject entitled "The New Word" by Allen Upward (*Kennerley*, 1910). This is the same Upward whose mystery novel, "The House of Sin" (*Lippincott*) was published posthumously, 1927. Upward interpreted "idealism," as Nobel used it, to be the opposite of "materialism." The prize, as he saw it, was designed for some

writer whose books are "of benefit to humanity" and are portrayals of what is desirable in life rather than of what is undesirable.

Altho the prize would seem, from a reading of Nobel's will, to have been intended for the encouragement of the struggling author and as an incentive to future work rather than as a recognition of past work, the Academy has rarely so awarded it. It has more often been given to old men than to young, and to rich men than to poor. In other words it is given for performance and not for promise, for finished work and not for further work.

The Nobel prize is not awarded to any particular book but rather to an author for the sum total of his works. In some cases where one work stands out above all others it is mentioned in the inscription on the medal which accompanies the award. No one may apply for the Nobel prize. It is not for competition. The candidates are nominated by members of the Swedish Academy and of the Academies of France and Spain. The fact that there is no English Academy of like prestige with these may explain why English authors are less often nominated.

Criticism of the awards is to be expected as a part of the healthy rivalry among nations. The Danes may regret the slighting of Georg Brandes, the Italians of Benedetto Croce, but everyone feels the injustice of passing over Thomas Hardy, who was conspicuously worthy of the honor. No American has ever won the Nobel Prize in Literature, but in medicine, physics, and peace the honor has come to us.

Our interest has often been aroused in the works of a foreign author by his being mentioned for the Nobel prize while otherwise quite unknown to us. Indeed quite a valuable amount of fame can be won as the loser of the Nobel prize as well as the winner. Such might be said to be the case with Thomas Mann and Sigrid Undset. Mann, the author of "Magic Mountain" (*Knopf*) is a German whom many favored for the prize, and many favored Sigrid Undset, the Norwegian author of "The Cross" (*Knopf*).

A recent book entitled "The Nobel

Prize Winners in Literature," 1925, by Annie Russell Marble (*Appleton*) is an informing and entertaining account of the lives of all the recipients of the Nobel literature prize and of their books.

The following list of Nobel winners aims to mention the outstanding work or works by each winner accessible in English. Untranslated works are not named.

NOBEL PRIZE WINNERS

- | | | | |
|------|--|------|--|
| 1901 | Sully Prudhomme. French poet.
(A few of his poems translated by Dante Gabriel Rossetti. <i>Oxford World Classics</i>) | 1912 | Gerhart Hauptmann. German dramatist and novelist.
(Dramatic works. 8 volumes. <i>Viking</i>) |
| 1902 | Theodor Mommsen. German historian.
("History of Rome," 5 vols. <i>Scribner</i>) | 1913 | Rabindranath Tagore. East Indian essayist and poet.
("Gadhana." <i>Macmillan</i> . "Gitanjali." <i>Four Seas</i>) |
| 1903 | Bjoernstjerne Bjoernson. Norwegian.
(Plays, First and Second Series. <i>Scribner</i>) | 1914 | No award. |
| 1904 | Frederic Mistral. Provençal poet.
José Echegaray. Spanish dramatist.
("Mireio," a pastoral epic, trans. by Harriet W. Preston. <i>Roberts Bros.</i> 1872.)
("The Great Galeoto." <i>Four Seas</i>) | 1915 | Romain Rolland. French novelist.
("Jean Christophe." 3 vols. <i>Holt</i> . New one vol. ed.) |
| 1905 | Henryk Sienkiewicz. Polish novelist.
("Quo Vadis?" <i>Crowell</i>) | 1916 | Werner von Heidenstam. Sweden's Poet Laureate.
(Selected Poems, trans. by Charles Wharton Stock. <i>Yale</i> . "The Soothsayer." <i>Four Seas</i> . "The Birth of God." <i>Four Seas</i> . \$1.25.) |
| 1906 | Giosue Carducci. Italian poet.
(Selections and Translations by G. L. Bickersteth. <i>Longmans</i>) | 1917 | Karl Gjellerup. Danish novelist.
"Minna," a novel, translated by C. L. Nielson. London, 1913.)
Henrik Pontoppidan. Danish novelist.
("The Apothecary's Daughter." Trans. by C. L. Nielson. London, 1890.) |
| 1907 | Rudyard Kipling.
(Complete works. <i>Doubleday</i>) | 1918 | No award. |
| 1908 | Rudolf Eucken. German philosopher.
("The Meaning and Value of Life." <i>Macmillan</i>) | 1919 | Carl Spitteler. Swiss novelist.
("Two Little Misogynists." <i>Holt</i> . o.p. "Laughing Truths." <i>Putnam</i> , 1927.) |
| 1909 | Selma Lagerlöf. Swedish novelist.
("The Wonderful Adventures of Nils." <i>Doubleday</i>) | 1920 | Knut Hamsun. Norwegian novelist.
("Hunger." <i>Knopf Borzoi Pocket Books</i>) |
| 1910 | Paul Heyse. German novelist and dramatist.
("Mary of Magdala"; a drama in five acts, adapted in English by Lionel Vale. N. Y. <i>Fiske</i> , 1902.) | 1921 | Anatole France. French novelist.
(Works. <i>Dodd</i>) |
| 1911 | Maurice Maeterlinck. Belgian dramatist.
("The Blue Bird." <i>Dodd</i>) | 1922 | Jacinto Benavente. Spanish dramatist.
(Plays. Four series. <i>Scribner</i>) |
| | | 1923 | William Butler Yeats. Irish poet.
(Selected poems. <i>Macmillan</i>) |
| | | 1924 | Ladislav Stanislaw Reymont. Polish novelist.
("The Peasant." 4 vols. <i>Knopf</i>) |
| | | 1925 | George Bernard Shaw. Irish dramatist.
(Dramatic works. <i>Brentano</i>) |
| | | 1926 | Grazia Deledda. Italian novelist.
("The Mother." <i>Macmillan</i>) |

It is possible to imagine a time when the Nobel prizes will be no more. Self-slain, in a way, they may come to be.

There is irony in the reflection that the fortune built up by the manufacture of war materials should now be devoted to the cause of peace and the arts and the sciences. The perpetual establishment of that peace may cut off the income of the Foundation until it no longer exists. In 1925 the only Nobel prize conferred was in the department of physics, for the reason that the market for high explosives was so depressed that the intermission of the awards was compulsory.

In the year 1926 occurred two surprising rejections of our most famous literary prizes. Mr. Shaw refused the Nobel prize money altho he accepted the award as an honor, and Mr. Sinclair Lewis refused the Pulitzer novel award, repudiating it even as an honor. Mr. Shaw finally agreed "to hold the money until some good use could be found for it," and with characteristic Shavian wit decided to accept the prize "for the best literary work of an idealistic tendency produced the previous year" because he had produced no work at all the previous year and he supposed the prize was given him because he had not written

one line! The award to George Bernard Shaw was accounted by the world at large to be on the ground of his one idealistic play, "Saint Joan" and in recognition of his sympathetic understanding of the character of Alfred Nobel whom he portrayed in the early play of "Major Barbara," a manufacturer of high explosives and munitions who argues that his business in making war terribly destructive is an agency for universal peace.

The Nobel prize is at the top of the scale of literary prizes. At the bottom lies the Ignoble Prize, founded by Professor William Lyon Phelps in his two series of "As I Like It" (Scribner). "To be a proper candidate for the Ignoble Prize the object must be one that is almost universally esteemed so that to confess a dislike of it or an inability to appreciate it means running the risk of misprison and contempt." In spite of the risk, Professor Phelps' correspondents have nominated such approved classics as "Don Quixote," and "Tristram Shandy," and "the Morte d'Arthur" as proper candidates for the Ignoble Prize.

In the Book Market

THE publication in this country of English translations of five of his books within a period of ten months has greatly disturbed Dr. Emil Ludwig, the German historian and biographer, who is now on an American lecture tour. It was a translation of his "Napoleon," published in New York, December, 1926, by Boni and Liveright, and now selling in its second hundred thousand, that introduced Dr. Ludwig to the American reading public. "Napoleon" was published in Germany in 1924. His second best selling book in America, "Bismarck: The Story of a Fighter," published by Little, Brown in Boston in October, 1927, was brought out in Germany in 1926. The translation of "Genius and Character," (Harcourt) another autumn book in this country, made its appearance in Berlin in 1922. His "William Hohenzollern," (Putnam)

which followed "Napoleon" in this country, came out originally in Germany in 1925 under the title of "Wilhelm de Zweite." His fifth translated work, "Bismarck: A Trilogy of Plays," was five years old when it was given to American readers by Putnam last autumn. His extended life of Goethe, announced for spring publication by Putnam, was the first of the great biographies which he has written. The date of German publication was 1920. Other older characteristic books from his pen will doubtless become available for readers of English in the near future. The fact that Dr. Ludwig was not "discovered" in America until the end of 1926 and that he has four different American publishers, accounts for the author's embarrassment in explaining that he is not such a prolific producer as it would appear from his American publication. ❀ ❀ ❀

The prize of \$7,500 for the best biographical novel which was jointly offered by the Frederick A. Stokes Company and *The Forum* has been won by Ramsey Benson of Wishard, Missouri. The book with which he won it is called "Hill Country" and is about the late builder of the Great Northern Railway, James J. Hill. Tho about Hill he never appears in it as a character but dominates situations from an obscure backstage. The novel will be published on July 26th. ❀ ❀ ❀

The effects of the recent flood in London are being felt only now by the American world of books. *Payson & Clarke* are bringing out a volume by Julius Meier-Graefe on "Vincent Van Gogh" and had set March 17th as the publication date. But the Tate Gallery in London was flooded and several of the Van Gogh paintings which will appear in the book were so badly water-soaked as to render them temporarily unfit for comparison with reproduction proofs. No new publication date has been set but the book will be issued some time during the Spring. ❀ ❀ ❀ The dozen or more new volumes added this month to the Appleton Dollar Library give an interesting picture of the scope of general publishing. There are novels from the French by Felix Gras, from England, Mrs. Cotes' "Sonny Sahib," two authoritative books on literary history, Draper's "Conflict Between Religion and Science," two books of light verse and Hough's "Covered Wagon,"—certainly variety enough for any taste. ❀ ❀ ❀

"Black Majesty" by John W. Vandercook which will be published by *Harper* has been selected by the Literary Guild as its March book. ❀ ❀ ❀ "Deluge" the first novel by S. Fowler Wright which *Cosmopolitan* is publishing, has been chosen as the Book-of-the-Month Club book. ❀ ❀ ❀ *Pascal Covici* is planning for April publication "The Complete Works of François Villon." The volume will have several distinguishing characteristics. The editor, translator and author of the comprehensive and appreciative introduction is the poet and scholar, J. U. Nicholson, who has been preparing this great work for years; the English translation appears opposite the French original text thruout; the edition is complete, every

work, authentic and ascribed to Villon being included; the critical apparatus—notes, contemporary documentation and the like—is exhaustive. In addition the volume will have illustrations by Alexander King, who was brought to light by *Boni & Live-right* last year. ❀ ❀ ❀

After refusing for five years to write anything personal about himself Premier Mussolini has been induced to write his autobiography for publication in the United States. It is understood that it will appear in an American magazine. It will be a complete history of Mussolini's life as a man, fighter and statesman. He is writing the book in Italian and it is being translated into English by a secretary. Before publication it will be revised by former Ambassador Richard W. Child. ❀ ❀ ❀

Professor O. E. Rolvaag, author of "Giants in the Earth," *Harper*, has been drawn from his quiet home in Northfield, Minnesota, into the great publishing and tea-gadding centers. He spent a few days in Chicago, where he was a delegate to the Norwegian-American Historical Association meeting at which he was one of the principal speakers and where a reception was given for him in the book department of Marshall Field & Co. He was in New York last week and on the 18th sailed for Norway as the guest of the association holding the Ibsen Centennial in March.

Ferenc Molnar came to visit America, enjoyed himself, has gone home and has announced that he will *not* write a book of impressions of us. That, to our way of thinking, is reason enough for the announced publication of a Jubilee Edition of his plays by his American publishers, *Macy-Masius*. But there is more reason, for twenty-five years ago Molnar's first play was accepted and now, in celebration of twenty-five years in the world of the theater, a collected edition of his plays will be published simultaneously in New York, London, Berlin, Rome and his native Budapest. A limited number of copies on rag paper will be signed by Molnar. ❀ ❀ ❀ The University of Chicago Press has published an admirable "Study of The Iliad in Translation" by Frank Lowry Clark—a selective line-by-line translation bringing readers more closely in touch with the original Greek.

Brilliant Night At Booksellers' League

THE New York Booksellers' League had a gala night on February 15th, with about 200 members and their guests present. In the absence of President Albert R. Crone, who was on a western trip, Ralph Wilson presided with wit and dignity. The League was fortunate in having a distinguished group of guests, including Fannie Hurst, whose "A President Is Born" has been rapidly running thru so many editions, Dhan Mukerji, author of "A Son of Mother India Answers," who has made for himself such a wide group of friends in this country, and William B. Seabrook, whose "Adventures in Arabia" has been one of the best travel books of the past year. The League also took occasion to elect to honorary life membership C. Alexander Nelson who was one of the charter members of the League, and was for many years assistant librarian at Columbia University, and was before that at the Old Corner Book Store.

After the dinner, which was held at the Aldine Club, the Brevoort Hotel having been outgrown, there was dancing and bridge. Each guest of the banquet carried home, thru the publishers' generous interest, a copy of Fannie Hurst's "A President Is Born," (*Harper*); Mukerji's "A Son of Mother India Answers," (*Dutton*); "The Clock Strikes Two," *Bobbs-Merrill's* new mystery story; "Hands Up," the book of *Stokes* which is repopularizing palmistry; and "Contract Bridge and Advanced Auction Bidding" by Geoffrey Mott-Smith (*Minton Balch*).

Anniversary of the Merrymount Press

THIRTY-FIVE years ago the Merrymount Press, which has had such a significant place in the development of modern printing was established by D. Berkeley Updike in Boston. This anniversary has been selected by the American Institute of Graphic Arts as an occasion to pay honor to Mr. Updike, and on April 5th it will open in its rooms in the Art Center, 65 East Fifty-sixth Street, New York, a representative exhibit of the varied output of this famous printing establishment.

The office of the press was first at 6 Beacon Street, with the work being done in the warehouse near the South Station. Later it was in an old house on Tremont Place, but needing larger quarters, moved to 104 Chestnut Street, where an old residence became both workroom and office. Twenty-five years ago the Press went to its present location, 232 Summer Street, and from this address, which has become a mecca for those interested in fine typography, has proceeded to scores of beautiful books, brochures, etc., that are known to every collector of fine printing.

Bill to Protect Freedom of the Press

Congressman Berger on February 13 introduced H. R. 10862 to provide for the enforcement of the first amendment to the Constitution of the United States and to punish violation of its provisions. The bill gives jurisdiction to the United States District Court. It provides that no legislature, state or municipal body shall delegate power, the ostensible purpose of which is to abridge or limit the right of the people to speak freely, write freely or to assemble peaceably for the discussion of grievances.

Biography Display Background

THE latest display background—a two-paneled screen—which Michael Gross has prepared and is distributing, is devoted to books of biography. The slogan of the display is "Read Biography, Truth with the thrill of fiction." This is placed in the center of the poster and under it a globe, an hour-glass, a scroll and a quill pen are presented in bright colors. The books are placed around, four on each side, all reproduced in the original colors of their jackets. The books are "Alfred E. Smith" by Henry F. Pringle, *Macy-Masius*; "Elbert Hubbard of East Aurora" by Felix Shay, *Wm. H. Wise*; "Genghis Khan" by Harold Lamb, *McBride*; "Julius Caesar" by Victor Thaddeus, *Brentano*; "My Life" by Isadora Duncan, *Boni & Liveright*; "Clowning Through Life" by Eddie Foy and Alvin Harlow, *Dutton*; "Bismarck" by Emil Ludwig, *Little, Brown*; and "George Sand" by Marie Jenny Howe, *John Day*.

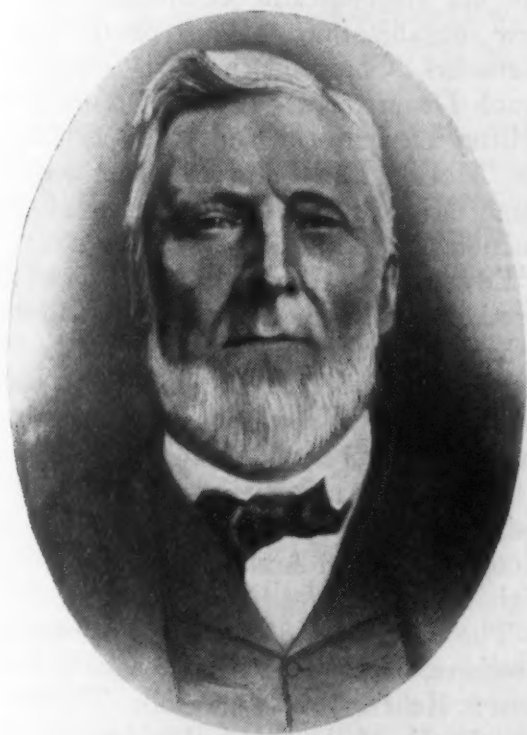
McLoughlin Brothers Complete a Century of Publishing

*First House to Make Juveniles Illustrated in Color
Founded in 1828*

ONE hundred years ago The New York Times suspended publication, and John McLoughlin lost his job. Today the firm that bears his name stands high among the leading publishers of books for children—a monument to his enterprise, industry and determination.

John McLoughlin was a coachmaker when he came in 1819 to make his fortune in America, but the first employment that he was able to get led him in the direction of publishing. That first job, with the Sterling Iron Company, brought him in contact with Robert Hoe, specializing in

printing, so interested that he proceeded to study the art of printing from observation and from books on the subject, and in 1827 became sufficiently proficient to obtain a position in the office of the original New York Times. A year later when the Times suspended publication, out of employment, he determined to organize a print shop of his own. Securing quarters in a building on Tryon Road (a



John McLoughlin



*Edward O. Clark,
President of McLoughlin Bros. Inc.*

short piece of frontage which now forms one face of the vast New York Municipal Building) he installed a second hand press of the kind then in vogue, a limited assortment of type and such other accessories as at that time constituted the equipment of a job printshop.

That the germ of "books for children" was even then struggling for expression is evidenced by the fact that he wrote and published tracts or leaflet stories of a semi-religious character designed to interest and influence young readers. When a sufficient number of his leaflet stories had been published, McLoughlin re-printed them, bound

making presses for printers, at a time when Hoe began to experiment with iron for the framework of his presses. As an employee of the iron company, John McLoughlin frequently visited the Hoe shop and became interested in printing presses and

them together and enclosed them in a colored paper cover—the first of “McLoughlin Books for Children.”

Shortly before 1840 McLoughlin merged his business with that of a competitive publishing concern owned by John Elton, and for a few years the business was conducted under the name of John Elton and Company. But by 1848 John McLoughlin, Sr., and John Elton having both retired, John McLoughlin, Jr., who had entered the employ of the company a few years before, was left to conduct it over his own name. Later his brother Edmund joined him in partnership and the firm was thereafter known as McLoughlin Brothers.

McLoughlin was the first and for many years the only American publisher who issued books with illustrations in color. The color was put on by hand with a paint brush over a stencil printed from the same engraving with a section cutout thru which the color was applied. By making several stencils each with a different sectional cutout, pictures in many colors were produced.

Innovations that were likely to facilitate the making of more attractive books were eagerly sought and readily adopted by the McLoughlin organization. Thus we learn that photo-engraving as soon as it became practicable was used to reproduce the work of some of America's best known artists of the time: Thomas Nast, the great political cartoonist; G. A. Davis, the Jessie Wilcox Smith of her time; Helena Maguire, the famous English painter of animals; Josephine Pollard, noted for her pictures of child life; Palmer Cox, whose *Brownie Year Book* was sensationally successful; Howard Pyle, who made drawings of continental soldiers for the *Child's Revolutionary War History*; Gordon Grant, whose *Story of the Ship* remains a classic description of the Merchant Marine.

In 1869 the business had reached such proportions that McLoughlin Brothers built a factory in Brooklyn. This was added to from time to time to keep pace with the needs of the increasing business and eventually an imposing manufacturing plant, the largest of its kind in the country

materialized. In 1894 Mr. McLoughlin installed a complete lithographic plant so greatly had the business developed. Indeed the demand for McLoughlin books reached such proportions that a staff of 75 artists was regularly employed at the Brooklyn factory to design books and games in addition to the feature titles which were illustrated by celebrities.

John McLoughlin died in 1907 and left the business to his sons, James G. and Charles McLoughlin, Jr., who having become interested in other fields, sold the business in 1920 to the Milton Bradley Company of Springfield. The new owners retained not only the famous McLoughlin name for the business, but also the services of several skilled printers and lithographers with long experience in the manufacture of McLoughlin products. Among them were Wm. H. Walton, Fred Rickels, David Barnett, James J. McKinney, Henry Bower, Eugene R. Stark, Otto H. Weichert and John Arent. Some of the active staff of the old firm became connected with the new organization. They were: Henry Henschel, Chief of the Arts and Lithograph Departments; Elmer J. Bailie of the Selling Department and Chas. E. Miller, the McLoughlin Sales Manager who became Vice-President in charge of production.

Edward O. Clark, Jr., the son of the President of the new McLoughlin Brothers is both literary and art editor of the new organization. His indefatigable efforts have resulted in restoring to a place among the leaders “The McLoughlin Books for Children.” Among the nursery books of today, *The A B C Animal Picture*, *Mother Goose* and *Child Activity* books are held in high regard.

The executives of the new McLoughlin Brothers, Inc.—Edward O. Clark, President; Robert M. Ingersoll, Treasurer; Charles E. Miller, Vice-President; George A. Fox, Secretary—are carrying on the finest traditions of the old business, optimistic that the new century has in store an even greater success for McLoughlin Books for Children.

The Clean Books Bill

THE so called "Clean Books Bill" has again been entered in Albany and is exactly the same bill as introduced last year. There is no date as yet set for hearing, and it is to be hoped that the criticism it received last year proved its obvious weakness and impracticability.

Communications

"OURS IS A MUTUAL BUSINESS"

D. Appleton & Company,
New York
Office of the President,
February 10, 1928.

Editor, *Publishers' Weekly*:

There is no question in the mind of any general publisher that the bookstore is the primary link in the chain of book distribution and that every support possible should be given for its successful operation. The discount should be liberal enough to furnish, on proper management, the profit necessary for success, and sufficient advertising should be done to help bring the public to the bookstore.

From articles appearing in your Journal from time to time, discounts are featured as being the one thing to strive for, and by implication everything else counts but little. Consequently many of the stores become discount buyers instead of buyers of merit. The result is large overstocks that eventually reach the remainder table and are sold at a loss.

In any line of merchandising the buyer of discounts is a poor and usually an unsuccessful merchant, whereas, on the other hand, the buyer of the commodity for which there is an unforced demand is the successful one provided there is sufficient spread between his purchase price and resale price to pay his expense of operation and leave the margin of profit he is naturally entitled to.

The bookseller who refuses to be influenced to overstock, regardless of extraordinary terms offered, is the successful one, and he is not continually importuning the publishers to relieve him of overstock, and so the relation between him and the

publishers is profitable and agreeable to both. The overstock "bone of contention" does not exist; a sale made by the publisher is a sale; and there is no remainder table to reflect on his intelligence. In turn, this bookseller's customers are satisfied, as unwanted books are not forced upon them.

I believe it is a safe axiom that discounts never sold a book excepting from "the remainder table." I believe further, and this has been proved in many cases, that a profit and loss statement by the bookseller does not show on books overbought because of excessive discounts as high a percentage of profits as on books bought on normal discounts.

And finally, it is my opinion that the remainder counter hurts the imprint of the publisher whose books appear thereon, and it hurts the authors of the books, and as it is a reflection on the bookseller's judgment it hurts him.

The best interests of the booktrade lie in buying sanely and on merit, and not in being stampeded into overstocking by extraordinary concessions.

In this connection I quote from the February bulletin of the National Association of Credit Men, an organization that knows more about trade dangers than any other in the world.

"Business ethics suffer most in times of heavy competition and business stress. One of the most dangerous signs of the times is the loose and inequitable practice of granting unfair trade discounts. Business men should not forget what happened a generation ago when the public became aroused about 'rebates.' If business leaders cannot maintain decency and standards in the field of industry then someone else will do it for them. Manufacturers and distributors must live up to the code of ethics relative to trade discounts or business will become a shambles. Good sound business is not built upon the practice of cunning or upon the doctrine of 'the devil take the hindmost.'"

Ours is a mutual business and what is not good for both is not good for either.

Sincerely yours,

J. W. HILTMAN,
President.

RETAIL PROBLEMS OF APPRAISAL AND OF CREDITS

G. P. Putnam's Sons
2 West 45th Street, New York

February 16, 1928.

Editor, *Publishers' Weekly*:

Referring to the letter printed in the February 11th *Publishers' Weekly* from the retail and rare book department of E. P. Dutton & Co. in regard to appraisals: if it is merely a question of appraisal and not of purchasing, we are always ready to express our opinion of the value of any single book that a person brings in to us.

When the appraisal has to do with a number of books or a library and is wanted (as often happens) for insurance or estate purposes, of course, the only proper method is to charge an adequate commission for the work—the amount depending a good deal on the kind of books, the commercial value, and also upon the amount of detail that is wanted in the appraisal.

When people offer us books they wish to sell, we always ask them to state the price they wish to receive. It often happens that a person wishing to sell an old book has such an exalted opinion of its value that we can say at once we are not interested. We think that it is distinctly in order to have the seller quote a price before the prospective buyer makes an offer. Of course when it is a question of buying a large collection of books or of an entire library, we make an offer for the lot.

We answer every week a score or more of letters from correspondents thruout the country who ask us to tell them the value of a certain list of books enclosed.

Our invariable answer is that under no circumstances will we appraise any book without having the actual copy before us.

Referring to Mr. Smith's article, "As to Retail Credits," in your issue of the 11th.

This credit abuse is, of course, due primarily to laxness in connection with returned goods, on the part of the department stores.

I was told some years ago that in one of the largest stores the returns amounted to *thirty per cent* of all goods sent out. I understand that during recent years the

better department stores have somewhat reduced this laxness, but it is still a serious menace to decent business methods.

In my opinion the four principal book-stores in New York are quite strong enough to make their own rules irrespective of department store methods. If the management in each one of these stores would institute reasonable rules and have the backbone to stick to these rules, insisting that the members of the staff do not violate them, I believe a large part of the credit nuisance could be abated.

It is not often that the better class of customers objects to reasonable business rules. The person who asks impossible favors and flouts out of the store in disgust when her request is turned down is generally not a customer whom it is profitable to cultivate.

The following are the rules we have, and while I cannot say that in every instance they are enforced, the exceptions are rare:

- 1st—Except for manifest error or imperfection, books sent according to order are not returnable.
- 2nd—Duplicated gifts may be exchanged if returned in perfect condition within a reasonable time and an immediate exchange consummated.
- 3rd—We cannot credit to an account books that have not been charged to that account.
- 4th—We cannot open an account with a credit for returned goods that have been purchased by another person.

"Reasonable time" may be variously interpreted. It is reasonable to expect a request for the exchange of a Christmas gift to be made within a couple of weeks after the first of the year. It is unreasonable if this request is made several months later.

We have found as a rule that if customers are told courteously but firmly that what they ask is unreasonable there is rarely any trouble in adjusting matters with them.

Yours very truly,

G. P. Putnam's Sons,
SIDNEY PUTNAM, *Secretary*.

APPRAISALS SHOULD NOT BE FREE

J. H. Jordan

Rare Prints—Books—Autographs

80 Maiden Lane, New York

February 15th.

Editor, *Publishers' Weekly*:

Thanks are due Messrs. E. P. Dutton & Company for their letter, "Free Appraisals?" printed in the *Publishers' Weekly*, February 11th. There is no reason why all the trade should not follow their example in making a proper charge for what is really valuable information—particularly so nowadays, in the case of insurance, when the companies are stressing their "proof of loss" clauses. A good broker will tell you your policy will not avail much in the event of a loss, if you cannot produce an itemized schedule of the appraised replacement value of every item destroyed; with this at command, the adjustment and settlement in full of all claims will be prompt.

Accumulations of gifts and sundry purchases of books and prints or others items, very often of much enhanced value, cannot be properly listed and value proved *after* a fire or burglary, and may be overlooked entirely as it very often happens. People carrying insurance on such properties are well aware of the importance of these appraisals, and are very glad to pay for the best advice possible in all such matters.

J. H. JORDAN.

WHAT TO DO ABOUT PROGRAM ADVERTISING

Editor, *Publishers' Weekly*:

As one Retail Bookseller I speak feelingly to another regarding the people who come in and solicit advertising for the "Junior League of Barren Island" or to donate for the "Improvement of River Tadpoles."

The entire subject is thoroly discussed in *Printers' Ink*, July 21st, 1927, and August 11th, the same year.

One article recommends the iron fist, the other recommends the iron fist but with a velvet glove over it.

The writer of this hit on a scheme of setting aside a sum every year which was charged off to charity, but kept in the ad-

vertising column, simply to satisfy these program hounds when they happen to be one where the situation forced you to literally come across. Capt. Kidd to-day is rivalled by the young, and generally good looking, society girl out after an ad. If I find she is the daughter of a really good customer, I know I am in for it and good-bye \$25, more or less, from the "Charity Budget," but if she apparently has never been in the shop before I explain to her that we have a certain amount of charities that we do every year, that as advertising, unfortunately, such a program is worthless, and also, unfortunately, the charity allotment for the present month is completely used up.

However, all this takes time, and as I have just discovered, thru the courtesy of a friend, another method which has been employed with great success, I am passing it on to my fellow sufferers in the book-trade. This scheme was also suggested, apparently, by the editor of *Printers' Ink*, in the August 11th, 1927, issue. It consists of a Questionnaire, which if the solicitor has the heart and the intelligence to fill out she should receive a medal, and perhaps an advertisement as well.

One thing about the Questionnaire, doubtless if used by everyone would forever stop these ad solicitors.

In the first place, why should a solicitor receive the benefits of moneys that are being given to charity and secondly, why are so many of these solicitors dishonest? I think, in all fairness, one must admit that the dishonesty is born with the solicitor, who sees a chance at an easy game and the organization behind him is not aware of what he is doing.

Make out a good Questionnaire of about thirty questions, have it mimeographed on cheap paper for a few cents, and see if the results aren't well worth it.

Sincerely yours,

A SUFFERER.

Periodical Note

J. M. DENT & SONS of London have acquired *Artwork*, an International Quarterly of Arts and Crafts. Herbert Wanttner will continue to edit it. Subscription 10s. a year.

Changes in Price

HARPER AND BROTHERS

The following titles that were priced at \$1.75, have been put in the Adventure Library, at \$1.00, as of January 1st, 1928:

The Miracle Mine. W. A. Rogers.
The Loyal Traitor. James Barnes.
For King or Country. James Barnes.
Bolivar Brown. Bide Dudley.
Eagle Badge. Holman Day.
Kidnapped Campers. F. A. C. Canfield.
Trench Mates in France. J. S. Zerbe.
Young Russian Corporal. Iogolevitch.

Obituary Note

THE HEAD OF FREDERICK WARNE & COMPANY

W. FRUING WARNE, managing director of the old firm of Frederick Warne & Company, died on February 15th in London, at the age of sixty-five. Mr. Warne was the son of the founder of the business and one of the best liked and influential publishers in England. In 1920 he visited the United States and made many friends in the New York publishing field. He leaves two daughters and a son, the latter not, however, connected with the business.

Personal Notes

JOHN W. CLINGER, formerly promotion manager of the Judson Press, has been appointed special representative in Philadelphia for the C. J. Oliphant Advertising Agency.

MR. MAURICE INMAN has just returned from Europe after a two months' trip buying new, old and rare books.

BOB HOLLIDAY has established himself at Englewood Cliffs, N. J., at the head of a school of writing, to be officially known as "The Robert Cortes Holliday School of Writing and Editorial Work."

Business Notes

BOSTON, MASS.—The Boston Book & Art Shop has removed from 32 to 80 Boylston St., Room 405.

BROOKLYN, N. Y.—The Junior League Book Shop has moved from 185 Joralemon St. to a larger shop at 96 Clinton St.

CHICAGO, ILL.—On the first of March, William Torg, for three years a salesman

for the Macmillan Company's Chicago office, will open Torg's Book Store at 808 North Clark Street.

DAYTON, O.—Rike-Kumbler Co. have this month been celebrating the 75th year of their founding.

DETROIT, MICH.—The Dennen branch shop in the Book-Cadillac Hotel building has been sold to "The Sign of the Mermaid." Mr. Dennen will continue the main store at 37 East Grand River Ave., where enlargements and extensive improvements will be made to take care of increasing business.

LAHORE, INDIA—The Tilak School Bookshop of 12 Court St., is desirous of receiving catalogs of second-hand books and remainders.

NEW BEDFORD, MASS.—The Whaler Book Shop is to be opened this summer at 106 School St. by Imogene Weeks and Helen E. Ellis, whose present address is 440 Central Avenue, Milton, Mass. New Bedford is the central shopping point for the large summer populations of Cape Cod, Nantucket and Martha's Vineyard, as well as one of the largest cotton manufacturing cities of the country.

TROY, N. Y.—Arthur M. Allen, formerly of the Allen Book and Printing Co., has just started again as Allen's Bookstore in the Hotel Hendrick Hudson. The assets of the former corporation have been purchased by H. E. Hallenbeck, who will conduct business under the name of the Troy Book and Stationery Shop.

Promoting Travel Books

A 24-PAGE list of 150 carefully selected books on European travel has just been printed in an edition of 50,000 by the *Publishers' Weekly* and sent out in imprint quantities to booksellers on February 20th. All but 3,000 or 4,000 were subscribed for by the time the list came from the press. This emphasizes especially the practical handbooks so necessary for every well-planned trip and the newest volumes on the countries of eastern Europe. There are also two pages of practical suggestions for those preparing for their trip.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Aldington, Richard

Remy de Gourmont; a modern man of letters. 41p. D (Univ. of Wash. chapb'ks, no. 13) c. Seattle, Univ. of Washington Bk. Store
pap. 65 c.

Ames, Joseph Bushnell

Chaps and chukkers. 389p. D [c. '27, '28] N. Y., Century \$2
A mystery romance whose scenes shift from the Western ranges to the blasé life of Eastern Society.

Appleton, E. R.

The silent fellowship. 104p. D ['27] Milwaukee, Morehouse Pub. Co. bds. 80 c.
Religious talks broadcast from the Cardiff station, England, on Sunday evenings.

Aubry, Octave

The emperor falls in love; tr. by Henry Longan Stuart. 304p. D c. N. Y., Harper \$2.50
An historical novel telling of the romance of Josephine and Napoleon.

Baikie, Rev. James

The charm of the Scott country; il. by Gordon Home. 136p. O '27 N. Y., Macmillan \$3

Baker, Rannie B., and Goddard, Mabel

English fundamentals. 400p. (bibls.) il. diags. D [c. '28] Phil., Lippincott \$1.32

Baldwin, Alice M.

The New England clergy and the American Revolution. 235p. (20p. bibl.) O c. Durham, N. C., Duke Univ. Press \$3.50
A study of ecclesiastical thought in its relation to political theory and action in Revolutionary times.

Banks, Elizabeth L.

The remaking of an American. 297p. O c. Garden City, N. Y., Doubleday, Doran \$5
An American journalist returns to her native land after years of residence in England and discovers,

that despite changes in both herself and her country, she is still pro-American.

Barbour, Ralph Henry

Comrades of the key. 257p. il. D [c. '28] N. Y., Century \$1.75

A story for boys and girls of life on Rumpun Key, a dot of an island off the Florida coast.

Barnes, Mary Frances Hartley

Feeding the child from two to six; introd. by Richard M. Smith, M.D. 221p. D c. N. Y., Macmillan \$2.50

Balanced menus for children and a cookbook of simple recipes.

Bartlett, Frederick Charles

Psychology and the soldier. 231p. (bibl. footnotes) D '27 [N. Y., Macmillan] \$3

Barton, Clara Harlowe

A story of the Red Cross; glimpses of field work. 206p. S (Appleton dollar lib.) '28 c. '04 N. Y., Appleton \$1

Bateman, John H.

Highway engineering. 418p. diags. O '28 N. Y., Wiley \$4

Batley, D. S.

The two recruits; an allegory. 126p. front. D '27 N. Y., Macmillan 60 c.

Battenhouse, Henry Martin

The Bible unlocked. 567p. maps O [c. '28] N. Y., Century \$3.50

A study of the history, literature and religious teachings of the Bible.

Bennett, Arnold

The savour of life; essays in gusto. 324p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

Touching on a variety of subjects from things literary to thoughts on European hotels, food, the stage and discontented youth.

Alpern, Hyman, and Wilkins, Lawrence A.

Exercise book in Spanish. 128p. D '27 N. Y., Globe Bk. pap. 53 c.

Black, J. R.

Studying for service; rev.; for use in the junior

B. Y. P. U. 55p. D [c. '27] Nashville, Tenn., S. S. B'd of So. Bapt. Convention 60 c.

Bosch, Hélène R. G.

Ruth and Robert [Bible stories for children]. 58p. S c. N. Y., Macmillan pap. apply

- Bennett, Estelline**
Old Deadwood days. 311p. il. O [c.'28]
N. Y., J. H. Sears \$3
The dramatic story of the most famous mining town of the Old West in the heyday of its glory. Written by the daughter of the first Federal Judge in the Deadwood district of the Black Hills.
- Bercovici, Konrad**
Peasants. 290p. D c. Garden City, N. Y., Doubleday, Doran \$2
Roumanian gypsy and peasant tales.
- Beveridge, Albert Jeremiah**
The young man and the world. 404p. S (Appleton dollar lib.) '28 c.'05 N. Y., Appleton \$1
- Blake, William**
Songs of innocence. 28p. O '28 Yellow Springs, O., Kahoe & Co. bds. \$1
- Bochmer, Heinrich, i.e. Arthur Heinrich**
The Jesuits; an historical study; tr. by Paul Zeller Strodach. 192p. (2p. bibl.) D [c.'28] Phil., United Lutheran Pub'n House \$1.25
- Bok, Edward William**
Perhaps I am. 404p. O c. N. Y., Scribner \$3
Tales of a retired business man retold by Edward Bok.
- Brooke, Stopford A.**
On ten plays of Shakespeare. 312p. O '27 N. Y., Oxford \$2.50
Ten more plays of Shakespeare. 314p. O '27 N. Y., Oxford \$2.50
- Cabrol, Fernand, abbot of Farnborough, ed.**
Holy Week; the complete offices of Holy Week in Latin and English. 383p. (bibl.) T [n.d.] N. Y., P. J. Kenedy 75 c.
- Caine, Hall, i.e. Thomas Henry Hall**
The bondman. 350p. S (Appleton dollar lib.) '28 N. Y., Appleton \$1
- Carr-Saunders, A. M., and Jones, D. Caradog**
A survey of the social structure of England and Wales as illustrated by statistics. 264p. O '27 N. Y., Oxford \$3.50
- Carton, Dr. Paul**
The ten commandments of health and happiness. 95p. D c. N. Y., Geo. Dobsevage, 11 W. 42nd St. \$1
- Chadwick, N. Kershaw**
An early Irish reader. 81p. O '27 N. Y., Macmillan \$2
- Chalfant, Willie Arthur**
Outposts of civilization. 193p. O [c.'28] Bost., Christopher Pub. House \$2.50
Stories of the Old West.
- Cheke, Marcus**
Papillée. 160p. D '28 N. Y., Wm. Morrow \$1.75
Romance and adventure in Paris under the Directory of 1797.
- Clairmont, Robert**
Quintillions [lim. ed.]. 114p. O c. N. Y., Dial Press bds. \$3.50
Modernistic poems.
- Clark, John R., and Otis, Arthur S.**
Modern solid geometry. 481p. D '28 Yonkers, N. Y., World Bk. \$1.20
- Clément, Marguerite, and Macirone, Teresa**
Je lis et je parle. 212p. il. D (Heath's modern language ser.) [c.'28] N. Y., Heath \$1.16
- Colum, Padraic**
The fountain of youth; stories to be told. 218p. il. D '27 N. Y., Macmillan \$1.75
- Conklin, Edward J.**
Seed thoughts. 76p. front. (por.) O [c.'28] Bost., Christopher Pub. House \$1.50
Homely truths intended to aid one's spiritual growth.
- Cook, Edmund Francis**
Methodism and world service. 172p. D c. Nashville, Tenn., Cokesbury Press 75 c.
- Cotes, Sara Jeannette Duncan [Mrs. Everard Cotes]**
The story of Sonny Sahib. 112p. il. S (Appleton dollar lib.) '28 c.'94-'23 N. Y., Appleton \$1
- Cotter, Arundel**
The Gary I knew. 136p. il. O c. Bost., Stratford fab. \$2
- Cowgill, Frank Brooks**
Jesus the patriot. 116p. O [c.'28] Bost., Christopher Pub. House \$1.25
- Crawley, Edwin Schofield, and Evans, Henry Brown**
Analytic geometry; rev. ed. 258p. diags. D '28 c.'18, '28 N. Y., F. S. Crofts \$2
- Crosby, Laurence A., and others, eds.**
Oxford of today; a manual for prospective Rhodes scholars; new ed., rev. 320p. il. D '27 N. Y., Oxford \$2

- Brooks, Allen**
Fifty winter birds of the northeastern United States. il. (col.) T '27 N. Y., Nat'l Assoc. Audubon Soc. \$1 bxd.
- Browne, G. S., ed.**
Education in Australia; a comparative study of the educational systems of the six Australian states. 482p. O '27 N. Y., Macmillan \$7
- Butler, J. A. V.**
The chemical elements and their compounds; an introduction to the study of inorganic chemistry from modern standpoints. 216p. D '27 N. Y., Macmillan \$2
- Cook, Albert Stanburrough**
Sources of the biography of Aldhelm. 20p. (2p. bibl.) O (Trans. of Conn. Acad. of Arts & Sciences, v. 28) [27] New Haven, Conn., Conn. Acad. of Arts & Sciences pap. 55 c.

- Cornelius, Orrelle Fidler**
Mother's old home; a one-act comedy. 30p. S (Denison's one act comedies and farces) [c.'27] Chic., T. S. Denison pap. 25 c.
- Crawford, F. G.**
The administration of the gasoline tax in the United States. 28p. (bibl. footnotes) O (Pub'n no. 7) '28 N. Y., Municipal Administration Service, 261 B'way pap. 25 c.
- Crawley, Sadie Tiller**
The meaning of church membership. 77p. D [c.'28] Nashville, Tenn., S. S. Bd. of So. Bapt. Convention 60 c.
- Cunningham**
Manual of practical anatomy; ed. by Arthur Robinson; vs. 1 and 2; 8th ed. various p. '27 N. Y., Wm. Wood \$4.50, ea.

Crouse, Nellis M.

In quest of the western ocean. 489p. (4p. bibl.) maps O [c.'28] N. Y., Wm. Morrow \$6.50

A comprehensive account of the search for that mysterious westward passage to the Far East which began with the explorations of John Cabot and continued thru three centuries.

Daniels, Farrington

Mathematical preparation for physical chemistry. 305p. il. D (Internat'l chemical ser.) '28 N. Y., McGraw-Hill \$3

Danton, George Henry

Germany ten years after. 305p. O c. Bost., Houghton \$3.50

The story of the new nation that has arisen from the ruins of Imperial Germany.

Dennis, Alfred Lewis Pinneo

Adventures in American diplomacy, 1896-1906. 547p. O [c.'28] N. Y., Dutton \$5

With the aid of state documents and private papers of such statesmen as Roosevelt, Hay, Root and others, Professor Dennis reveals the inside story of that remarkable period when America was first called to aid the settlement of world affairs.

DeWitte, Ysabel

A daughter of Venice. 320p. D c. N. Y., Rae D. Henkle \$2

A sixteenth century romance in Venice concerned with the adventures and intrigues of beautiful Bianca Cappelo.

Dixelius, Hildur

The son; tr. by Anna C. Settergren. 252p. D c. N. Y., Dutton \$2.50

A sequel to "The Minister's Daughter" carrying on the story of Sara Alelia and her family in the Sweden of a hundred years ago.

Doty, Bennett J.

The legion of the damned. 313p. il. O [c.'28] N. Y., Century \$3

An autobiographical story of adventures in the French Foreign Legion, written by an American soldier of fortune.

Draper, John William, M.D.

History of the conflict between religion and science. 396p. S (Appleton dollar lib.) '28 c. '02 N. Y., Appleton \$1

Elliott, S. M.

A pilgrim's visit to the land of Jesus. 125p. il. D '27 N. Y., Macmillan bds. \$1

Farrell, James

The girl everybody knew; il. by Eldon Kel-

ley. 182p. il. (col. front.) D c. N. Y., Harper bds. \$2

A satiric, jazz picture of Americans at home and abroad in the amusing story of one Ruby Burke who begins her adventures by marrying a corporal of the Marines.

Feval, Paul Henri Corentin, fils, and Lassez, M.

The years between; tr. by Cleveland B. Chase; 2 v. 310p; 303p. D c. N. Y., Longmans \$5 bxd.

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Longmans \$1.60

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Wintersmoon. 454p. D '28 c. '27 Garden
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are some of the chapter headings in this practical
guide for the booklover.

Williamson, Henry

Tarka the otter; introd. by Hon. Sir John
Fortescue. 273p. D [c. '28] N. Y., Dutton \$2.50
An expert naturalist writes of Tarka the otter's
"joyful water-life and death in the Country of the
Two Rivers—the wild region of Dartmoor and Exmoor.

Williamson, James A.

Sir John Hawkins; the time and the man.
554p. il. maps. diags. O '27 N. Y., Oxford \$7

Wisehart, M. K.

The kiss. 415p. D [c. '28] N. Y., Century \$2
How an innocent little kiss brings tabloid publicity
to a Puritanical New England town and tragedy to
an offending minister.

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

- | | |
|---|---|
| Abeille et autres contes. France, A. \$1.08
Heath | Bondman of the Lord. A. H. S. C. E. \$1.80
Macmillan |
| Adventures in American diplomacy, 1896-
1906. Dennis, A. L. P. \$5
Dutton | Cape Cod ballads and other verse. Lincoln,
J. C. \$1
Appleton |
| Advertisement lay-out and copy-writing.
Watkins, A. J. \$4.50
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Automobile Blue Bks., Inc.
- Old Deadwood days. Bennett, E. \$3
J. H. Sears

- On ten plays of Shakespeare. Brooke, S. A. \$2.50 *Oxford*
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 Story of Sonny Sahib, The. Cotes, S. J. D. \$1 *Appleton*
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 Technique of pencil drawing, The. Johnson, B. \$6 *Pitman*
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 Ten commandments of health and happiness, The. Carton, P. \$1 *Geo. Dobsevege*
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 Young man and the world, The. Beveridge, A. J. \$1 *Appleton*

The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

A WORD of warning comes to American collectors in a cable from London. A brisk trade in forged manuscripts purporting to be original works of Thomas Hardy has already been started according to a story in *The Sunday Times*. These manuscripts are primarily intended for export to the United States, and are being first offered in England. The existence of the fake trade, it is said, was first detected by a firm of binders here to which an enthusiastic purchaser of the "original" manuscript of a poem by Hardy took his trophy to have it suitably bound. The article hints that Hardy's publishers may have to issue a statement before long explaining which of his manuscripts are known to have been preserved.

TWO important exhibition were prepared at Yale University in honor of visiting delegates who attended the fifteenth annual alumni day on Washington's Birthday. One consisted of first editions of American authors, selected from the 6,700 volumes of American authors in the Yale collection of American literature, the other of the collection of 10,000 rare coins from many parts of the world presented to Yale by the Rev. William H. Owen, rector of Holy Trinity Church, of this city. Approximately 100 first, or notable, editions of American authors were selected from the Yale collection of American literature for exhibition. This collection was established by Owen F. Aldos in 1911, who gave the university his library of first and important editions of American belles-lettres, covering the late eighteenth and nineteenth centuries and including practically all of the writers of that period. Additions have been made occasionally to the original collection, the largest of them

1,000 volumes from the library of Edmund Clarence Stedman, the gift of George F. Dimock. To make a selection of 100 first, or notable, editions for the exhibition was a difficult task, for the entire collection is one of the best in existence of Cooper and is almost complete in Irving, Whitman, and Whittier. All the leading American authors are represented by important collections, many approaching completion. Among the notable books on view were Charles Brockden Brown's "Alcuin," possibly the only known copy of this first book on woman's rights published in America; Richard Henry Stoddard's "Footprints," privately printed in 1849; Edgar Allen Poe's "Murders in the Rue Morgue," Hawthorne's "Fanshawe," and many others of similar rarity.

THE London *Times*, in discussing the Wantage-Crawford copy of the First Folio of Shakespeare recently sold by Ernest Dressel North to an American collector, has this to say in regard to the history of the famous book: "The Wantage-Crawford copy of the First Folio has a pedigree which takes it back to at least 1761. Its earliest owner to be traced is a Miss Stodard, 1761; in 1792 it belonged to Andrew Wilson; and early in 1836 it was the property of Sir Coutts Trotter (1767-1837), godson, partner, and one of the executors of Thomas Coutts, the famous banker. There are in existence two exceedingly interesting letters, one dated December 28, 1835, to I. Halkett, Esq., from a John Field and one in reply from I. Halkett, January 6, 1836, concerning this volume. The earlier of the two letters is a very exhaustive report on the condition of the First Folio, which the writer describes as "very fine, and I think

with the exception of two or three copies, this is the finest I ever saw, or believe in existence." He further writes: "It is supposed the Hon. T. Grenville possesses the finest copy known (now in the British Museum) which cost about £120. I consider this (the Coutts Trotter) copy in its present state to be worth from £50 to £60, perhaps more." He recommends that it be bound by Lewis—"the only man to be trusted with such a Book." And again: "I think that I can venture to say that after it so repaired the possessor may boast one of the very few fine copies of certainly the most interesting Volume in the Language, viz.; the first edition of the folio of our Immortal Bard's Works, the most authentic record of the genuine text." Apparently this First Folio was inherited by Sir Coutts Trotter's eldest daughter, who married Lieutenant-General James Lindsay (1893-1855), godson of the 15th Earl of Balcarres; and then by their eldest son Robert, who became Lord Wantage and died in 1901. From Lady Wantage it apparently passed to Earl of Crawford, in whose possession it remained until it came to this country. Such is the pedigree of this famous volume.

THE Centaur Book Shop has added "A Bibliography of the Writings of Theodore Dreiser" to its series of Centaur Bibliographies. The volume of 130 pages has a "Foreword" by Mr. Dreiser, an introduction by Edward D. McDonald, the author, careful collations and notes of all Mr. Mencken's books, a list of his contributions to books, to magazines, and studies and reviews of the author published in the magazines. In a footnote to "Sister Carrie," published by Doubleday, Page & Co., in 1900, the author says, this form of Mr. Dreiser's first book is "the keystone of a Dreiser collection. In point of fact with the single exception of 'Life, Art and America' it is the only Dreiser first edition that can be truthfully described as very scarce. These two items aside, the others are to be had easily enough and in good state for sums ranging from five to twenty dollars each. . . . Nor, if the truth is told, is the Doubleday, Page 'Sister Carrie' as scarce as it is often made out to be. Some estimates place the number of exist-

ing copies of this book as low as twenty. . . . 'Sister Carrie' is scarce, but to put the extant copies at twenty is to guess; it is also to guess badly. My guess is that one could, in a reasonable time, run down a hundred copies in libraries and private hands." This volume, like its seven predecessors, is an admirable example of appropriate bookmaking, printed by The Torch Press, of Cedar Rapids, in a limited edition of 350 copies. The Dreiser collector, of course, must have it.

THE Carteret Book Club, which has made so many welcome contributions to the private press productions of America, has just published a volume entitled "The Pageant of Newark-on-the-Trent, being a lively account of that ancient town of Great Britain." The volume, of which 200 copies were issued for members, has been produced in beautiful form by the Harbor Press, an excellent example of how photographic plates can be printed on uncoated paper. The type matter and illustrations harmonize in a way not often achieved in books reproducing a variety of old illustrated matter. Mr. Paterson, who is responsible for the book, is a member of the Club, and John Cotton Dana, Newark's librarian, writes a prefatory note.

XYLOGRAPHIC printing, long believed to have been discovered in Germany during the fifteenth century, had existed in China for more than seven centuries, according to an address delivered before the French Academy of Inscriptions two weeks ago by M. Pelliot. This method owed its origin to the use of seals, rather than to the development from prints, according to the French savant. He placed the making of the first paper in the year of 105 A. D., and the discovery of ink about 500 A. D. Classical texts, he said, were produced in printed form in China in the year 932 A. D., but various printed manuscripts, chiefly magic Buddhist formulas, were printed as early as 764 A. D. M. Pelliot traced the spread of printing from China into the Eastern Mediterranean regions and thence to Morocco. It was taken by the Moors into Spain. The knowledge of printing was introduced into Southern France 1189 A. D.

ANOTHER rare manuscript has just arrived in America, that of Zola's great novel, "Le Docteur Pascal," written entirely in the novelist's handwriting on 231 quarto pages, bound in brown levant morocco. This is the second Zola manuscript to come to America and probably the last. The other one, "Nana," is in the Morgan library. Gabriel Wells is the owner of the manuscript just to cross the Atlantic.

THE number of First Folios of Shakespeare in America has recently been increased by a perfect copy recently obtained in London by Ernest Dressel North, the well-known rare book dealer, 587 Fifth Avenue. This latest arrival, known as the Wantage-Crawford copy, was found by Sir Sidney Lee in the library of Lady Wantage. Its ownership has been traced back to the eighteenth century. On the flyleaf appears the name, "Miss Stoddard, 1761." Afterward it came into the possession of a Scotch physician and later was owned by Sir Coutts Trotter, grandfather of Lord Wantage. It was bound in 1902 by Rivière, and is one of the largest copies extant, measuring $17\frac{7}{8}$ by $8\frac{1}{4}$ inches. The name of the collector or the price paid has not yet been made public, but it is rumored that the price is about the same as A. Edward Newton paid for the Carysfort copy of the First Folio, or about \$62,000.

AMONG the most collected illustrators is a French etcher, J. E. Laboureur, and the latest volume containing his decorations is the old play, "The Beaux Strata-gem" by George Farquhar, published by Doubleday, Doran & Company and Douglas Cleverdon of England. The work is issued in four different sets. One single copy on hand-made paper has two sets of the engravings, together with all the original drawings, signed, at \$175; then there are six copies, also on hand-made paper, with two sets of the engravings, at \$40; seventy copies on the same paper at \$20; and four hundred and fifty copies on antique wove paper, at \$10.

RUDYARD KIPLING is the only living author whose life and works are studied by a society as well as the only liv-

ing author whose birthplace is marked by a plaque, if the statement of his American publishers, Doubleday, Doran & Co., is correct. However true this statement may be, there is a Kipling Society, whose organ, *The Kipling Journal*, records the fact that the bungalow of the Bombay School of Art carries a tablet bearing this inscription:

RUDYARD KIPLING
son of
LOCKWOOD KIPLING

First Principal of
THE BOMBAY SCHOOL OF ART
was born here
30-12-1865.

IT is not often that a set of the Kelm-scott Press books are offered for sale en bloc. We recall but two instances, altho there may have been more. In the current catalog of Dighton, Bell & Co., Ltd., of Cambridge, England, the 53 works in 67 volumes, being a subscriber's set, all the volumes in fine condition, with the single exception of "Gothic Architecture," the binding of which is slightly worn. Twenty-nine of the works are reported unopened. The set, therefore, may be regarded as very desirable. The price asked is £925.

Auction Calendar

Tuesday morning, February 28th, and Wednesday morning and afternoon, February 29th. The reference library of the late Edward Turnbull, founder of the Walpole Galleries, including incunabula, early English literature, Americana, the fine arts, etc. The Walpole Galleries, 12 West 48th St., New York City.

Tuesday afternoon, February 28th, at 2 o'clock. Geographical maps of the periods of Discovery, Colonization and Revolution, duplicates from the William L. Clements Library, University of Michigan, Ann Arbor, and important books on American history. (Items 287.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Americana, a selection of books relating mainly to the south. (Items 787.) E. L. Shettles, 3904 Speedway, Austin, Texas.

Autographes, anciens et moderness, documents et manuscrits. (Items 214.) Victor Degrange, 55, Avenue de la Grande-Armée, Paris, France.

First editions, Californiana, travel, mental, sciences, art items, sets, etc. (No. 12; Items 370.) Rogers' Book Shop, Inc., 622 West Sixth St., Los Angeles, Calif.

Books and engravings on the British army, chiefly during the nineteenth century, including the library of the late Lt.-Col. A. W. Alsager Pollock, Somerset Light Infantry. (No. 808; Items 1370.) Henry Sotheran & Co., 140 Strand, W. C. 2, London, England.

Queries and Replies About Old and Rare Books

Can you give me any information about the new limited edition of the works of Gabriele d'Annunzio being published in Italy?

The new limited edition of d'Annunzio's works is being published by the Istituto Nazionale at Milan. A complete description of the projected edition, which is to comprise 50 volumes is contained in the "Programme" now on sale. This itself is a thick book, containing descriptions of the various volumes of the forthcoming edition, together with facsimiles in color of the bindings, sample pages and reproductions of manuscripts, book marks, mottos and photographs of d'Annunzio. Seldom in Italy, or elsewhere, has a prospectus been printed with such care and expense. Presumably great care and expense will be lavished upon this set of books. No announcement of the price to American subscribers, so far as we know, has been made. A letter to the publishers will doubtless secure this information.



Can you give me any information about the new edition of Luther's Bible in preparation by one of the special German presses?

Probably the edition you refer to is the special limited edition planned by the Bremen Press, of Munich, which is celebrating the 400th anniversary of the completion of Luther's task of translation by printing a new edition in five volumes. In the last report which we have been able to obtain, the Pentateuch had just been published. This is to be followed by the historical books of the Old Testament, then the poetical books and the Apocrypha, then the prophets, and lastly the New Testament, which is announced for next year. The text is based upon the last edition issued in Luther's lifetime, that of 1545, which embodies Luther's intentional cor-

rections, while several other editions have been collated for the correction of accidental errors. Every detail has been supervised by Dr. Wiegand. The edition is said to be one of distinction. The Bremen Press has been very active since the War and stands high among the modern presses of Germany.



What would a presentation copy of General Grant's report of the armies of the United States printed by the government in Washington in 1865 be worth, and is it rare?

Copies occasionally come into the market but not always in good condition. Two copies were sold at auction in the season of 1925-1926, one bringing \$37.50, which was low, and the other \$85, which was nearer what it is worth. A presentation copy signed by General Grant as Lieutenant General is well worth \$100.



I have some old almanacs of the eighteenth century, and also a Japan paper set of "The Book-Lover's Almanac" printed in New York in the '90's.. Are they of value and where could I sell them?

Good copies of old almanacs published in the last quarter of the eighteenth century are of value, and some issues bring very good prices. "The Book-Lover's Almanac" was first issued in 1893 and the last in 1897. A set comprises five numbers. Two sets were sold at auction in the season of 1925-1926, one bringing \$15, the other \$17.50, which were fair prices. Any bookseller specializing in out-of-print books might be a possible purchaser, and if your eighteenth century almanacs were important enough, you might well consult one of the New York auction houses that specializes in the sale of literary material.

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. "Surplus Stock" 25c. a line. All other classifications 20c. a line. Bills payable monthly.

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In answering, state edition, condition and price including transportation.

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Any of W. B. Leffingwell's books on Shooting. Sunshine and Storm in Rhodesia. F. C. Selou. The Land of the Lion. Rainsford. Gun and Camera in Southern Africa. Bryden. Sport in Bengal. Baker. Sport in Southern India. Hamilton.

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COL.
Phylis. By the Dutchess. Progressive Men of Western Colo. A. W. Bowen & Co. 1905. W. N. Byers. Encyclopedia and Biography of Colorado. Vol. 2. 1901. Bailey. Encyclopedia of Horticulture. 6 vols. Twin Hells. Reynolds. Buchan. The Power House. A. H. Lewis. Black Lion Inn.

THE ALCOVE, 542 RAMONA ST., PALO ALTO, CAL.
Taboo. Cabell. The Vision of Mons and Ypres. Pamphlet. Justine. Marquis De Sade. The Church and Science. The History of Phillips Exeter Academy.

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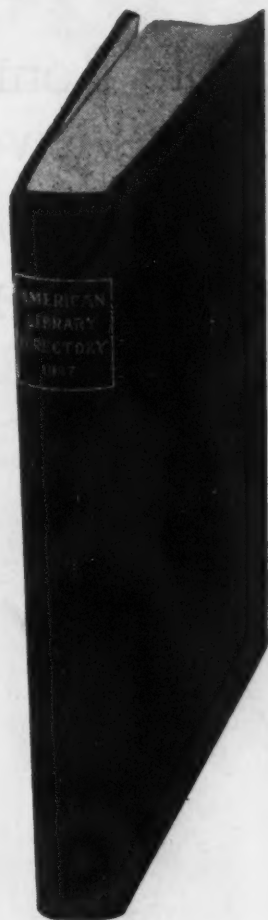
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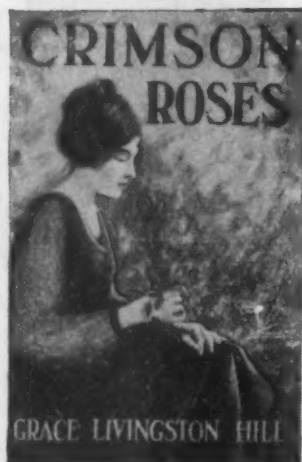
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